

AMERICA'S WEEKLY

FOR RADIO LISTENERS

# Radio Guide

G E C A 8 7 6 4 3 2 1

WEEK ENDING OCTOBER 20, 1934

TELLS WHAT'S ON THE AIR — ANY TIME — DAY OR NIGHT

5¢

Volume 111  
Number 52

## In This Issue:

Lawrence Tibbett  
Blasts Bunk from  
Classical Music

PRESIDENT  
ROOSEVELT'S  
Mike Habits Told  
by His Announcer

Tom Noonan's  
Chinatown, from  
Hops to Heaven

Timely Topics  
by Ray Perkins,  
Porter, Lewis  
and Tony Wons



Mary Livingstone





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# Debunking

## Classical Music

By Lawrence Tibbett

**Y**es, yes, I like it; but is it art?" Nothing annoys me quite so much as to hear some so-called music-lover get off that gem. My answer is: "I say it's hokum."

I honestly believe that much of the music being written in this country by Americans—native and naturalized Americans—is absolutely as great as anything that has been turned out through the ages by the acknowledged masters of Europe. And that's why I say it's hokum when they ask if it's art. It certainly is no new experience for me to be told—and therefore I shall not be amazed at the possible reaction to this article—that in making such a statement I am playing with dynamite.

If that's playing with dynamite, then I'm all for it. I certainly feel that way about it. I take pride in being an American singer of American songs.

Of course, I don't mean for a minute that everything that is turned out in the United States is vastly superior to the music from abroad. On the other hand, I don't believe that every aria sung in grand opera is great merely because it happens to come from the pen of a European master. American music should be given a break. The snobbery and lack of vision which are characteristic of many so-called "music-lovers" are completely repellent to me.

It is unfortunate, I think, that so many of us are taught that the only fine things, musically speaking, are importations. You can gather by this time that my own humble opinion differs. Nor do I feel that I don't practice what I preach. If you have happened to listen in on my Tuesday night broadcasts over NBC you will see, or rather you'll hear, me sing some of what I consider real American classics.

One melody, for example, in that category is Jacques Wolfe's magnificent Negro spiritual, "De Glory Road." It has a warmth, lift and emotional value, the like of which is rarely equalled. Another American composition I should not hesitate to call a classic in every sense of the word is Jerome Kern's "Ol' Man River." To these I can add many more, including Vincent Youmans' "Hallelujah" and "Without a Song" and Gershwin's "Rhapsody in Blue." They are outstanding American classics, and in my opinion equal in real musical and emotional quality anything turned out by the composers of Viennese operettas—and they are considered world masters.

It seems to me that the only sensible way of arriving at an opinion as to the quality of a song or its interpreter is to determine for yourself if the job he or she is trying to do is being done well. In other words, you and I, for our own cases, are the best possible judges. I have much more respect for a musical opinion that honestly dislikes an old-world masterpiece, than for one which blindly and unthinkingly worships everything heard at the opera or the symphony concert merely because that might be considered the thing to do.

I happen to like Rudy Vallee's singing, and I understand I am not alone in that. I am also a great fan of Al Jolson's. As a matter of fact I think that as artists

**The Highest Paid Singer on or off the Air Cries "Hokum" and "Bunk" When He Hears "Yes, Yes, I Like It, But Is It Art?"—Herein the Beloved Baritone Plays with Dynamite, with Full Knowledge That He Is Exploding Pet Theories and Sacred Beliefs. But He Is Content to Let the Chips Fall Where They Will**



The Lawrence Tibbett of Radio—shown as he looks on the frequent occasions when he faces the mike to disprove that "the only fine things, musically speaking, are importations"



"I like Rudy Vallee's singing"

in the same breath with the "Met" to these people, would constitute nothing less than an unforgivable violation of the sacred.

And that leads me to another point—another one of the axes I love to grind. It's the question of snobbery and lack of vision which exists among certain persons who like to constitute themselves "music-lovers." I refer particularly to that unthinking worship of European music just because it happens to be European and for no other apparent reason. That such a worship should be prevalent is almost untenable; yet there it is.

This is an example of the sort of thing I have in mind: Every once in a while I like to include in a radio program or concert recital a number entitled "The Song of the Flea." After the affair is over, I like to stick around and meet and pass the time of day with any members of the audience who may care to talk to me. A strange thing happens every time "The Song of the Flea" has been used.

Invariably, one or two persons will come up and berate me for having sung a selection with such a vulgar name. Then I have to go through a lot of red-tape and explain very carefully that the words are from Goethe and that the melody is a product of the pen of the great Moussorgsky. The reaction, likewise, is invariably the same: Profuse apologies follow. And everything becomes all right just because a pair of European masters happen to be involved. That's what I call real intellectual snobbery, and it's just too bad that music in this country has to be associated with it to the degree that it is.

Another example of this blind praise of the old-world works was brought home to me in Hollywood several years ago. I happened to be attending a party of movie celebrities. I was introduced to a "Russian Princess" who told me what a terrible time the old nobility was having.

They finally prevailed on me to sing—in Russian, of all things. At the time I knew no Russian whatsoever, but to please them I sang in my impression of that difficult language. I used violent gestures and ad-libbed words and music, and my accompanist managed to follow me—how, Lord only knows. Really marvelous applause greeted me at the end. Especially pleased was the "Russian Princess" who had "never heard so pure an accent since I left the fatherland." The crowd there that evening thought the impromptu song was great, too; not because they had the slightest idea as to what it was about, but simply because an opera singer was singing it, and because it was in what they supposed to be a foreign language, and therefore must be good.

There is absolutely no necessity for having to be humble about the music produced in America. I think it is entirely fair to say that we are second to no people on the earth when it comes to producing music of the popular type. And that is a very sound foundation for the growth and development of a true American musical culture. Our popular music may be considered, I think, our real American folk music. American dance music and songs have influenced more than one European com-



"I am also a great fan of Al Jolson's"

they are superior in their own particular way to some artists who might be on the Metropolitan Opera's roster.—What's that I hear?—It must be the murmuring of a great many opera subscribers ready to disagree with me violently on that score. Even thinking about Vallee and Jolson in the same thought and mentioning them



**Distinguished in Four Fields—Opera, Concert, Radio and the Movies—Lawrence Tibbett Began Life Weak-Lunged, and Ambitious to Be a Western Sheriff. Followed War Service in the Navy; Then Concert Singing; Then His Operatic Debut in Hollywood; Then Debut at the Metropolitan in New York. His Climb to Top Rank Since, Has Been Meteoric**

poser of high position and, like the movies, have cast their spell over many foreign peoples. Our popular music, I believe, will prove the seed from which a typical music will grow.

I feel that American music is transforming itself slowly into a native organism. For more than a hundred and fifty years the United States was prevented from settling into any musical mold. American music could not come into being when America herself had not yet become a complete entity. In addition, there was the matter of an inferiority complex pertaining to cultural matters. I think that we are losing our lack of confidence now, and that that will play an important part in speeding up this process of building our own musical structure.

Twenty years ago—if I had been singing professionally—I think that I would not have been able to get away with singing such compositions as "De Glory Road," "Ol' Man River," and others I have mentioned. Audiences weren't yet ready to listen to the music of their own people. Today a singer can sense the attention his listeners give to an American melody. As I said when I was called upon to speak at a discussion in New York recently: "We no longer shy away from an expression of ourselves or of a particular aspect of our national life."

So much for the development of our own music. I have one or two thoughts as to what could be done to present the best of the European music in a more interesting way. In order to bring about a widespread appreciation of classic music—a condition absolutely necessary to inspire the writing of our own classic works—it is vitally necessary that we vocal artists employ our own language.

After all, songs represent nothing more than the wedding of words with music, or vice-versa. It seems to me, therefore, that in order to get the fullest enjoyment out of a song, the listener must be able to enjoy both the lyric and the melody. Unfortunately, the knowledge of foreign tongues is limited for the most part to those persons who have had the good luck to benefit from the advantages of travel or study abroad, or both. I don't see any reason why the full enjoyment of hearing singing should be a pleasure reserved only for those persons.

I am asked often to give my views on the future of the opera in this country. I feel that it is up to the opera companies to recognize the tastes of the American people. Aside from the matter of staging, there is the all-important question of language. As it is now, with the exception of the few English-speaking operas which have been produced at the Metropolitan, and in which I am glad to have taken part, people have to try for several hours to pay attention to singing in a language which very few understand. Although things are transpiring on the stage, members of the audience can have but a vague idea as to what it is all about. I can understand easily why in general we Americans are not interested in opera.

And from the point of view of the artist, the question of language is really just as important. Why should he sing at all if the majority of his listeners can't understand him? Since all his hearers cannot possibly get the full meaning and beauty of a song in a foreign tongue, ought he not to include more and more English lyrics in his programs? I say: "Yes, a thousand times, yes." And I, for one, intend doing so.

Until such time as classics are written in our own language on a large scale, there is no reason why good translations cannot be made of the best European operas and vocal selections. One hears often that to transpose their lyrics into English implies losing a great many of the values. That, in my opinion, is ridiculous.

English is one of the most copious languages spoken in the world today. Besides, English has proven itself sufficiently as a medium of beautiful expression. The greatest poets the world has



The Lawrence Tibbett of the movies—shown in costume for his sensational success in "The Rogue Song"



known have found our language adequate. And what, after all, is poetry but word-music?

And in conclusion I would like to say that the American form of English—the way you and I speak it, and not the way it is spoken in London—is even better suited for singing than the English used by the English themselves. The reason is that our vowels are infinitely more pure. And, incidentally, there are some of our American popular singers who could teach many of our singers of classic songs a great deal about American diction.

**EDITOR'S NOTE:** To those who have followed hard-hitting, he-man Tibbett's career with the interest it deserves, these straight-from-the-shoulder comments are not surprising. He hates bunk. He is a man first, and a singer—though a superlatively good one—only second. During the war he turned down a safe job as Y. M. C. A. entertainer in order to join the navy.

Larry Tibbett's father was sheriff of Kern County, California.

A real, old-time gun-fighting sheriff, he was killed in pistol-duel with cattle thieves, when Larry was seven. From about that time on, the kid shifted for himself. He has been newspaper-folder, clerk, handyman, dishwasher and third assistant cookee on a ranch—where he got the idea of singing and acting by watching cowboys put on their own entertainments.

His first opera appearance—at \$60 a week—wasn't an appearance at all, for Tibbett's singing was done off-stage as a kind of sound-effect. When he writes about "diction" he knows what he's talking about. He was the first singer to win the American Academy's diction award.

Lawrence Tibbett may be heard every Tuesday evening at 8:30 EST over an NBC-WJZ network, in a program sponsored by the Packard Motor Car Company.

With Esther Ralston (above) Tibbett scored another smash hit in the motion picture, "The Prodigious"

The Lawrence Tibbett who loves his home and his family—shown with his five boys who are (left to right) Larry and Richard, twins, 13; Peter, 5; Marston, 7; and "Sonny," 10







President Roosevelt photographed as he broadcast to fifty million listeners on September 30, in one type of broadcast that Mr. Trout describes as "an easy show to put on"

# The President on the Air

By Robert Trout

**Whenever President Roosevelt Broadcasts, Robert Trout Is His Announcer. Here Are Anecdotes Never Before Told, in an Intimate Glimpse of the "Air's Favorite Speaker"**

ly so for comfort. There was the evening when the President's address exceeded the time estimate that had been made for it. That was all right with us broadcasters. But we hadn't counted on the ornate gilt clock which rests on the marble mantelpiece. When ten o'clock arrived, the President spoke on, but the clock raised its voice in solemn, echoing protest. Ten loud, rich, agonizingly slow strokes rasped across our nerves, but the President did not miss a syllable.

After the show is over, there is more good-natured joking, pictures are taken and President Roosevelt repeats portions of his talk for the newsreels. We radio broadcasters have no heart for joking before we have the air; there is too much to worry about. The light-hearted words of banter are all the President's.

On one hot and sultry night as we perspired with dignity, President Roosevelt remarked, with a twinkle, that when he got on the air he was going to say something about "this Washington weather." And he did, to our vicarious pleasure, as we roared in silence. Another burning evening the Chief Executive coolly interrupted his flow of words to ask for a glass of ice water.

Frequently members of the White House family who are in town troop into the Diplomatic Reception Room to form a visible audience for the President.

As you probably have guessed, the second class of Presidential broadcast, and most difficult from the radio viewpoint, is the public event, the large outdoor gathering or the speech made to a great visible audience in an auditorium.

Are you wondering why it is difficult? In radio studios we judge time by seconds and we stick to our schedule; on remote control programs—at points outside the studios—we judge time by seconds, and we try to stick to our schedule.

On the battlefields of Gettysburg, last Memorial Day, the automobile bearing the President was delayed by school children who scattered flowers along the road, and I talked into my microphone for fifteen minutes before anyone arrived on the speakers' stand to open the ceremonies.

On the pier at Portland, Ore., last August, when the U. S. S. *Houston* brought the President home from Honolulu, I started talking at noon and the President did not step ashore until about ten minutes to one o'clock—and then he did not wish to speak!

A college on Maryland's fascinating eastern shore conferred an honorary degree upon President Roosevelt. We understood that there would be no acceptance address, merely a few words of thanks. But the President, moved by the occasion, faced the crowd and swept into a full-length speech.

When a university in Washington conferred a degree upon the Chief Executive, I had no pass to enter the gymnasium where the exercises were to take place. After all arguments had failed to move the keeper of the gate, there were two short minutes remaining before broadcast time. I managed to locate an open window, and climbed in safely with only seconds to spare.

And no matter under what conditions, in what part of the world, I always shall enjoy thoroughly the electric moment when my stop-watch points to the correct second, and I say, "Ladies and gentlemen, the President of the United States!"

Ladies and gentlemen, the President of the United States."

That is the unvarying phrase which introduces the Nation's Chief Executive to fifty million radio listeners, every time he makes a microphone appearance. Well over thirty times I have spoken those simple words into a Columbia microphone, and the special little thrill they bring is fresh each time.

There are two distinct types of Presidential broadcasts, and in traveling from Washington, D. C., through more than half the States of the Union to handle these programs, I have become very well acquainted with both kinds.

First, there is the White House broadcast, which includes President Roosevelt's famed "fireside chats." Though the fact that the President of the United States actually is speaking to them from the White House, and the majority of radio fans feel that that is a magnet drawing them to their sets, these are the easier shows to put on.

The rather out-of-the-way Diplomatic Reception Room, down on the ground floor at the rear of the President's House, is now headquarters and broadcasting studio for the country's most popular ether star. It's a small room, oval in shape, hung with paintings of former Presidents, and possessing a door which looks out over the back lawn to the tall, white finger of the Washington Monument several blocks away. Usually, this room wears a rather deserted, empty air, but on broadcast nights . . . let's step inside a moment:

Against the wall near the door is an ordinary-looking wooden business desk. Small, inconspicuous, dynamic microphones crouch on the polished surface, and their web of cables disappears into two circular holes cut in the top of the desk. The drawers look real from the outside, but they are only shells; their insides have been torn out to make room for the great mass of portable radio equipment which must be carried into the Executive Mansion by radio technicians each broadcast night.

On plain tables lined against the opposite wall is stacked more equipment, tested and re-tested hours before air time, watched over by serious, hawk-eyed operators. Another side of the room houses the long, grim line of newsreel cameras, their big lenses leveled at the desk across the floor. Cameras in hand, the still photographers hover in the corridor beyond. The atmosphere is calm and subdued, but whether you are a visitor or an

old hand at this sort of thing, you can feel the tense undercurrent crackling in the air.

A door opens. The White House Usher steps into the room. Quietly he murmurs, "Gentlemen, the President." The talking stops, choked off in the middle like a cut motor; dead silence settles on the room. Suddenly it is shattered by a hearty, booming voice: "Well! Is the gang all here?"

The cheerful babble of voice bursts out again: "Good evening, Mr. President. How do you do, Mr. President?"

Assistant White House Secretaries Marvin H. McIntyre and Stephen Early, businesslike but beaming, appear. President Roosevelt is seated at his desk. He asks for a glass of water, lights a cigar, mops his brow with a handkerchief. A minute or two of earnest conversations on private telephone wires with the main studios a few blocks away in downtown Washington, and the operators are ready.

Stop-watches are set, networks synchronized. Silence again. The tension in the air is stifling to everyone but President Roosevelt, who calmly awaits his cue. Ten seconds, five, three, two, one—Voices



Robert Trout (left) broadcasting from the steps of the Capitol, in Washington, and (right) President Roosevelt on the air in what Mr. Trout calls "a difficult show"



again, but this time careful, rounded, assured; voices that are speaking to an entire continent. The introduction ends: "Ladies and gentlemen, the President of the United States," and the familiar tone of the Commander in Chief of the Army and Navy is ringing in the loudspeakers of half the homes in America.

And then there is nothing to do but wait until the end of the talk to sign off the program. Only sometimes things go—well, not wrong, but too near—



# The "Bishop" of Chinatown

By Henry Bentinck

**Friend of the Great, This Man of Lowly Beginnings Has Learned the True Meaning of Charity, Has Learned the Secret of Rehabilitating Derelicts and of Reviving the Spirits of the Hopeless. His Brand of Help Is Two-Fisted; His Air Shows Are a Marvel of Religion Humanized**

Charity be damned! Let's help 'em! So says the "Bishop" of Chinatown, friend of the wicked and weak, who believes that between friends the word "charity" is in very bad taste. You may have heard his amazing services to his pals, the bums of the Bowery. These are broadcast every Sunday afternoon at three o'clock EST, over ABS-WMCA, from the ramshackle Mission Building of the Rescue Society, unofficially known as the "Cathedral of the Underworld." It stands on the bloody bend of New York's twisted Doyers Street, where curbstones have been dyed red by tong and gang wars.

These Sunday services are a combination of vaudeville and religion. Once Mae West assisted. And, following rigid policy, the "Bishop" probably would have welcomed Mary Magdalene—even before she became a saint, and therefore respectable.

This rugged "Bishop's" name is Tom Noonan—but



Tom as he appears regularly to hand out coffee and bread free (and no questions asked) in the "Blue and Gold Room" of his "Cathedral"

Steve Brodie's saloon, with Steve shown at the bar—a typical hangout such as Tom knew in his early youth, before he learned to "get his" without risking jail



don't ask him where he got it. He doesn't know. He grew up without father or mother, stealing boyhood meals from fruit-stalls—dodging under horses' bellies when cops chased him, back in New York's gaslit and horse-drawn era. Tom is a "graduate" of Sing Sing and Dannemora prisons. Yet today he feeds the hungry, clothes the naked, houses the homeless, reforms criminals and finds work for hundreds of hopeless men and women.

He might have died a Dillinger. Instead, he lives a saint. The late King Albert of Belgium was proud to call him friend—and so are scores of New York's leaders in all walks of life. To his "Cathedral"—now a home for the homeless, but formerly a Chinese theater—gambling joint, hop-house, bawdy house and murder-lair—and to the microphone there, he has welcomed such celebrated folks as Sir Harry Lauder, the late Sir Thomas Lipton and the late King Albert.

Tom's derelicts and the radio audience have been entertained by Al Jolson, Jimmy Walker, George Jessel, Walter Winchell, Jack Dempsey, Gene Tunney, Warden Lawes, Earl Carroll, Nora Bayes—who sang her last song there—Harry Hershfield, Paul Whiteman, Jimmy Brierly, Kathryn Parsons, Nick Lucas, Ozzie Nelson, and a host of other outstanding stage, screen, radio and political personalities.



One of the types of dope addicts whom Tom has brought back to health and wholesome interest in life

When you hear Tom Noonan's broadcasts, you actually are "on the inside" in a genuine struggle to help the helpless. His "Cathedral" is always crowded for the "Bishop's" services. It has a capacity of 400.

On the stage of the old Chinese theater are reserved seats for "paying guests"—spectators who are "doing Chinatown." From these guests a collection is taken to pay for food and coffee for the 400 bums and derelicts. After eating, these down-and-outers are permitted to sleep on cots in the subcellar of the building—in what Tom calls his "Blue Room." There, a huge coal stove keeps them warm. In the morning they are given breakfast and—when possible—shoes, coats or whatever articles of wearing apparel they may need; and it's all free.

But Noonan's work goes far beyond that. Radio has magnified it a thousandfold; therefore he blesses radio every day.

"It's absolutely marvelous!" he exclaimed, when interviewed for Radio Guide. He fumbled for a sheaf of statistics on his desk. He adjusted his glasses. "Look here, son. Here are a few items made possible this year through my radio broadcasts and appeals. An out-of-work tubercular man too poor to bury his wife sent me a letter asking for a grave. I appealed over the air for a burial plot,



Tom Noonan. "He might have died a Dillinger—instead, he lives like a saint"

and received thirteen different offers. Through the medium of radio I introduced 21 worthy couples to one another, with the net result that all are happily married. I ask listeners to supply some of my boys with jobs. Thus far more than 5,294 have been put to work. A poor colored church asked me for an organ—and received it. A woman came home from a hospital with a baby. She asked for a crib, and received one from a kindly listener. With cash contributions from listeners I have been able to provide every cell in Sing Sing and Dannemora with radio earphones."

He enumerated hundreds of other items. Bail was put up for a boy involved in a court case. 25,000 packages of cigarettes, as well as pipes, smoking tobacco and shaving utensils, were sent to Veterans Hospitals. Prisons were supplied with libraries. A destitute home in Hell's Kitchen was furnished. Thousands of crutches and artificial limbs were supplied to cripples.

Tom doesn't bother to clear these benefits through his "Cathedral." He puts the needy and the generous in touch with one another. His is not an "Organization" working to show a favorable report to a board of directors at the end of the year. His sole job is helping people.

Now—what caused this mighty change in a man who once was a criminal? Why did the youthful leopard of crime change his spots? Principally the humanity and the humility of another human being—who just happened to be a woman. And there wasn't any romance about it.

While Tom was a petty-thieving lad, a serious-minded older boy said: "Tom, you ain't getting nowhere. Ain't you got no ambition to amount to something—be somebody?" Tom allowed he had; wanted to know the first step. "Tonight," was the sober reply, "we'll knock over Ginsberg's clothing store. It'll be a cinch."

Now this was entirely in keeping with the bitter philosophy of "Get yours—no matter how." The boy who said it wasn't trying to be funny. Psychologists tell us that all successful individuals are persons who managed to "get theirs"—in some way or another. Tom's crook friend wanted to (Continued on Page 29)

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# Standing By—

With Ray Perkins

Something ought to be done about this plague of Children's Programs. The amount of spinach fed to the kiddy-widdies through the air has reached the proportions of a major national crisis.

Heavens knows I love the dear kiddies, having been one myself until I was old enough to know better. Never an unseemly or harsh word against Childhood ever has sullied my lips either on the air or off, hot or cold, drunk or sober. I even go "kitsy-kitsy" at brats on trains who wipe wet popcorn on my vest and try to stare me down. But so help me whoozis, I'm sick of hearing radio performers, executives and sponsors gurgel about "the importance of the children" until you'd think the adult population had about the relative standing of one flea in a block of dog-pounds.

It seems that in the Average American Home, mama and papa are jolly well told what they can listen to by the Little Ones. It also seems that the Average American Business Man feels that if he can persuade the wee youngsters that they must have his product, mama and papa will tremblingly obey orders and buy. Indeed—(I love that word "indeed" at the beginning of a sentence; it reminds me of William Lyon Phelps)—indeed, it seems that broadcasting is going through a bloodless revolution in which eventually the Kiddies will take over everything from the Federal Radio Commission to the studio clock.

Anyhow, we're getting the longest parade of kid programs ever led before the microphone. The air is full of Uncles, Big Brothers, Injuns, Cowpunchers, Cartoon Strips, Rollo Boys, Daredevil Dicks, Happy Sunshine Hours, Clubs, Societies, Free Badges, Contests, and Ask-your-Mother-to-Buy Campaigns from school time to bed time.

And don't think that bedtime means anything! The radio insiders will tell you proudly that AMOS AND ANDY owe their success to the children, that the popularity of JOE PENNER and ED WYNN is largely due to the boys and girls, that GRACIE ALLEN is great because she's the kid's idol, and that so is BEN BERNIE, STOOPNAGLE AND BUDD, CAP'N HENRY, KATE SMITH and everybody else. Great grief! They'd have you believe that children never do go to bed any more. I think they even claim that GLADYS SWARTHOUT and GEORGE GERSHWIN appeal to the kiddies. And I wouldn't be at all surprised pretty soon to see some "smart" sponsor put on a midnight dance band for children five nights a week.

Personally it makes no difference to me. It makes no difference to me even *impersonally*. All I say is I'm an adult myself and I hate to see my fellow-adults get a raw deal. You know how it is—once an adult always an adult. So, you grown-uppers, are you mice or are you



Albert Payson Terhune, the dog-lover, with three of the collies which are his constant companions. He may be heard Sundays at 5:45 p. m. EST over an NBC-WJZ network

men or women? If the two latter, you'd better do something to control your offspring, or at least let the Radio World know you're alive.

And now it's time for a BUCK ROGERS program, and I hope you'll pardon me because I don't want to miss it . . .

NBC publicity department advises the world that FRANK BLACK studied to be a chemist before he became a musician. Program suggestion: Frank as guest artist playing concerto on a test tube.

Mrs. Patti Pickens, lovable mother of the lovable PICKENS SISTERS Fum Gawgia, not only raises daughters but also fish. The Pickens living room, on Park Avenue, is adorned with a dozen or more aquariums (or is the plural aquaria, Mrs. P.?) containing an elegant collection of guppies, sword-tails, angels, tetras, etcetras and whatnots in sundry stages of development. The fish aren't as pretty as the girls, but they stay at home more. One of the more matronly guppies gave birth to 49 bouncing babies. Mother, the girls, and the fish are all reported doing nicely.

According to my Aunt Pandora, Pickens is a Southern corruption of Perkins, a fine old New England name. If the facts really were known, I am probably related to both the Pickens Sisters and Pearl Pickens, which makes me the Missing Link. Scientific papers please copy.

If Chevrolet can afford to give us all that expensive talent, can you imagine what Rolls Royce could do with a radio program?

Ran into RAY WINTERS the other day. You will remember him as announcer on NBC. He is now program director for station WOV, New York. Although WOV doesn't get into the headlines, it is doing very well thank you with 66% of its "time" sold commercially, a very high quota. The bulk of its commercial programs are in Italian. Advertisers use the station to reach the huge New York Italian population. New York, you see, is the second largest Italian city in the world, exceeded only by Rome itself.

Yours respectfully is booked to hold forth on NBC's lovely red network Mondays at 7 p. m. EST. This will go on regularly—until something happens to prevent—and with me anything can happen. My piano, Clarence, will stooge. Here's hoping a lot of people will be listening; and more to the point, here's hoping we'll be worth listening to.

## Along the Airialto

By Martin Lewis

Everyone was nervous at the opening of the ED WYNN show. GRAHAM McNAMEE almost tripped and fell when he rushed out from the wings. LOUIS WITTEN stumbled over the microphone wires and almost pulled the plug out, and at one time DUCHIN started the music before Wynn was through with his dialogue. McNamee rushed from the studio after the show to hop a plane for Detroit to broadcast the start of the World's Series the following day. However, he didn't get away before the Fire Chief kissed him on both cheeks in front of the 1,200 on-lookers. Wynn later grabbed Duchin, who made his debut on that program; and after praising his work to the audience, Wynn kissed him on both cheeks, too. Whoops!

COLUMNOTES ABOUT COLUMNISTS: Ed Sullivan, the Broadway columnist, heard last season on the Plough Show with *Lopez*, is the author of the script for the new Phil Harris college campus mythical tours. And while we're on that subject, here's a great big hand for Walter Winchell for his weekly bit of interesting and exciting chatter . . . Will Rogers couldn't understand why his sponsor shifted the program to CBS. He liked the NBC surroundings. After his broadcast recently, Rogers went to the studio where Winchell was broadcasting, and after the ace news reporter was through they both went into a studio to listen to President Roosevelt . . . Floyd Gibbons no longer will commute to Chicago by plane for his weekly broadcasts. He's staying right in New York and will do them from there.

Symphony in color: The name of JOHNNY GREEN'S secretary, is ROSE GRAY, and it's not a

bad combination—GREEN AND GRAY . . . LEOTA LANE, sister of Rosemary and Priscilla, made an unofficial appearance on the Waring program last week. She pinch-hit in a Glee Club number when Rosemary developed a sudden cold . . . And during the summer months GERTRUDE NIESEN made unofficial visits to a plastic surgeon. After one look at the exotic songstress, my hat's off to plastic surgery. It did right by our Nell! . . . ROWENE WILLIAMS, the audition winner on the "Hollywood Hotel" show, has also made a change, but in name only. She's called Jane now . . . COLONEL STOOPNAGLE moved his living quarters again. This time he's no more than fifty yards from the CBS studios. As long as he's been with Columbia he's never lived more than two blocks away . . . The genial MAJOR BOWES celebrates his 12th anniversary on the NBC airwaves next month. This chain should have the Major put on his weekly audition show over WHN—the program is the talk of New York and gaining in popularity from week to week . . . Since he left the airwaves, letters have poured in asking when the POET PRINCE will return. Here it is, folks—next Sunday on his first commercial program over an NBC network. Time will be announced.

FLORENCE CASE, formerly heard with the Emil Velazco band, is now vocalizing with Jacques Renard's orchestra at the Coconut Grove in Boston . . . HAL KEMP has invaded the east with his musical crew, and from the reception he received at his Hotel Pennsylvania opening he should be around these parts for a long time

to come. An unusually good band, this Kemp outfit . . . And did you know that FRED WARING and his crew average thirty hours of rehearsal for each half hour program? Which accounts in part for their being so good . . . I wonder why ABE LYMAN and VIVIENNE SEGAL ignore each other's presence, even though they are on the same program. Don't be kids, you big kids! . . . PEGGY KEENAN and SANDRA PHILLIPS, the redheaded piano team, have formed their own orchestra and will switch from Columbia to the NBC airwaves . . . Although the musicians union insists that he cannot conduct an orchestra in the U. S. A., RAY NOBLE has signed a lease on a new apartment . . . LENNIE HAYTON will supervise the libretto of the annual Varsity Show at N. Y. U.

LITTLE JACKIE HELLER will desert the Windy City and move to New York to appear in a new Broadway musical, "Calling All Cars." Good Luck, Jackie! . . . EVERETT MARSHALL also will appear in the same show . . . RUDY VALLEE has advised his agent that he wants to appear in a legitimate show this fall, but prefers the light drama to a musical . . . ED SCHEUING, the radio agent, received a shock which gave him the jitters, following Russ Columbo's death. The day after the singer died in California, Scheuing received a contract signed by Russ the day before the fatal accident . . . A female "One-Eyed Connolly" tried to crash the VALLEE broadcast, but was politely escorted out of the R. C. A. building, after quite a fuss with the guards at the door . . . Sponsors of the BYRD broadcast paid ace pitcher Dizzy Dean one thousand dollars to say "hello" to the members of the expedition.



# "Are You Listenin'?"

By Tony Wons

You know, the most difficult thing to do is to start something! It is a pleasure to talk about what you'd like to do, and what you are going to do. But to make the start—that is hard; and that is the most important thing of all in making a success of anything. For, unless you start, all the thinking, all the planning, all the dreaming, all the talking is just a lot of confusion which comes to nothing.

Often when you make the start the thing goes on by itself. It carries you along.

I once knew a rag picker who came to our house asking for rags and iron and bottles. He made a start with a rickety old handcart which he pushed along. Well, one day he came along, and he didn't have the handcart. He had acquired a skinny old horse and a rattly wagon.

He paid a pretty good price for rags and old iron, and we kids used to go about the neighborhood picking up every piece of iron we could find. He came along with a set of scales, and after weighing our treasures he paid us a few cents, put the stuff in his wagon and drove away.

He started something, you see. He didn't keep talking about some day becoming the iron king of that country. He just started.

Well, with his horse he could carry a bigger load and get around quicker, and he wasn't so tired at night.

Years passed, and one day there was a big sign put up over his yard where he kept his junk: "Northwestern Iron Company." He was president. He became one of the rich men of the town. He was known as a philanthropist. He was prominent and respected. All because he started something.

Of course many things you start will fail. If you keep on, by the law of averages you will strike gold. But if you never start, never will you get anywhere. It doesn't take a mathematician to figure that out. So, if you have any dreams, start something. It doesn't make any difference on how small a scale you have to start, but start.

"Remember that the mighty oak was once a out like you."

Some people in some way hook up the emotions, particularly the good ones, with the human heart. When they speak of love, of kindness, of sincerity, of pity, they usually give the heart as its dwelling place. Whether the heart has anything to do with it is a debatable question. Some think it has no more to do with these things than the liver or the stomach or the kidneys. But in poetry it is the heart that loves.



Jack Benny photographed in a quiet moment is news—whenever such a photo can be taken. Hear him any Sunday over an NBC-WJZ network at 7 p. m. EST

Well, that dear old lie that talk is cheap has been exposed. You can prove it by looking at your telephone bill or starting an argument with a traffic cop. But if that doesn't convince you that talk is very expensive, take a hint from the fellow who said: "If you think talk is cheap take a look at the cost of a session of Congress!" Yes, and how about the campaign expenses of politicians? There's expensive talk for you!

A letter was received the other day, in which a radio listener claimed that I said the world would be a better place to live in if we stopped laughing altogether. I did not say that, and you know blamed well I didn't. I remember what I did say, though. I was talking about war and the serious state of affairs in the world today, and I said that all sensible people ought to stop laughing long enough to give some serious thought to these things and their solutions.

Why, do you know that it has gotten so that if you discuss serious things even on the radio, somebody is bound to pipe up and say: "Cut it out!" Yes, people will say: "Don't talk about that. We don't want to hear about it. Make us laugh! Be a clown! Be a fool! Be a buffoon! Be a jack-in-the-box! Anything to make us laugh. But for the love of Ed Wynnery, don't get serious!"

That is not a healthy philosophy. When you've a hard problem to solve, you simply can't laugh it off. I don't care how funny the clown is who makes you laugh. Nobody but a goose would say: "Stop laughing altogether." Nobody but a fool would say: "Keep laughing all the time."

It seems to me that we could take our cue from Abraham Lincoln. Lincoln was a man who could be serious. And yet he could laugh, too.

I once heard of the man who went to a doctor because he was sick. And the doctor told him to laugh fifteen minutes every day before meals. One day in a restaurant while he was having his laugh, a man at the opposite table walked over and said angrily: "What the dickens are you laughing at?"

"Why, I'm laughing for my liver."

"Well, then," said the other fellow, "I guess I'd better start laughing. I ordered mine half an hour ago."

More of Tony Wons' homey philosophy may be heard by tuning in on his program, "The House by the Side of the Road," Sunday afternoons at 5:30 p. m. EST over an NBC-WEAF network. The program is sponsored by S. C. Johnson & Son.

## Reviewing Radio

By Martin J. Porter

If you ever stop in Keansburg, N. J., it probably will be when you have a flat tire or run out of gas. But if you should find yourself there, it might be interesting to visit the rectory of the little Highland Episcopal Church, and meet a radio celebrity who is celebrated only behind the scenes. He is the REVEREND HENRY SCOTT RUBEL.

The Reverend Mr. Rubel is a jolly sort, who wears the cloth with smiling dignity, and who potters about his study humming little tunes to himself. Occasionally, when he wants to remember one of the little melodic improvisations, he rushes to a studio piano, runs over the tune, and jots it down on a sheet of manuscript paper.

From all of this you realize at once that while the Reverend Mr. Rubel is an excellent and efficient preacher of the gospel, he is afflicted also with that bacillus that infests Tin Pan Alley. In other words, Mr. Rubel is a song writer. His resemblance to the ditty blacksmiths of Tin Pan Alley ends with the yearning to write songs. In Tin Pan Alley the boys think of the market first. In the little study at Highland Episcopal rectory, Mr. Rubel thinks only of his art. He never sells his songs, except to one man. Each song he writes is produced, sung on the air, and restricted from further use.

The Reverend Mr. Rubel is not known to the public as a song writer, because he does not sign his manuscripts. But the check that is mailed him for each of his songs is made out to "Hal Raynor." As Mr. Rubel, the rector is the shepherd of a flock. As Hal Raynor, he is both a composer and a salesman. He is a sort of super-salesman, because he sells his one-shot ditties to another salesman—no other than that purveyor of ducks, MR.

JOE PENNER. All of Mr. Penner's individual and non-repeatable songs are penned by Hal Raynor, and Mr. Raynor, alias Mr. Rubel, usually throws in a gag or two with a song, a couple of jokes, and whatever other material he thinks Mr. Penner might use.

Not even the congregation of this versatile clergyman suspected that their shepherd was one of the wits behind the Penner shows until Joe Penner went to California the last time to make a picture. On that occasion Mr. Rubel took a hurried vacation from Jersey and went also to California. They needed him to write Penner songs and gags—and naturally, when Mr. Rubel returned home, he had some explaining to do. That revealed him as the man with the double identity.

Fame having thus been thrust upon Mr. Raynor, he is now in demand. He will shortly be on the air in person, in his own broadcast series, on the NBC network.

There is much talk in the business offices of the radio industry about the acceptance of liquor advertising, and the talk indicates that it will be acceptable by midwinter. In confirmation of this, humorously enough, comes a sudden rush of manufacturers of headache remedies to get spots on the air—a movement that the liquor firms are not particularly pleased with. Bromo Seltzer already has signed for an NBC series to begin October 12. This spot was to have had RAY NOBLE'S orchestra as its main source of entertainment, but union rules and Labor Department red tape thumbed Noble down—so the job went to B. A. ROLFE, whose newest orchestra will play it soft and sweet—and slow.

ROXY says this about radio: "Today, the stopwatch, rather than the masques of comedy and tragedy, are the gods of radio. The ease and naturalness of an artist's performance are undermined when he becomes clock conscious. Yet the time limits of a radio performance are such that clock-consciousness develops. It is the fault of the producers, who, instead of leaving a lot of latitude in a program, try to stuff in every possible feature."

Roxy, as usual, is right.

There is a big doubt whether GENERAL SMEDLEY BUTLER, stormy petrel of the Marine Corps, ever will be invited to speak on the radio again. Last week, addressing a gathering of Veterans of Foreign Wars in Louisville, and while his speech was being carried over an NBC network, he said: "I come from Pennsylvania, the lousiest g— d— state in the union," and was instantly cut off the air.

KATE SMITH'S matinee hour on Wednesday afternoons at Columbia, which was really an experiment, has turned out such a success that five new one-hour daytime shows are being organized. One started last Monday from 8 to 9 a. m. under the title of "Modern Minstrels." On October 16, a Tuesday 9 to 10 a. m. show will be inaugurated, under the title of "Happy Days." It will utilize Philadelphia talent in a review. On Tuesday, October 23, between 3 and 4 p. m., a weekly Columbia Variety Hour will be launched, featuring JERRY COOPER, and an as yet untitled show, Thursdays, 3 to 4 p. m. will start October 25. The Friday hour show will emanate from Chicago, beginning in November.





Chester Lauck,  
who is "Lum"

# "But We Ain't Got No Descriptions!"

As Recorded by Fred Champion

Lum and Abner Are Two Stars of the Air Whose Lives and Habits and Even Physical Appearances Are Relatively Unknown. RADIO GUIDE Tried to Get the Information Necessary to Supply a Word Picture of the Pair—with the Following Result



Norris Goff, the  
"Abner" of the team

(Lum and Abner are seated in their office—a room high up in a tall Chicago skyscraper. The place is furnished to reproduce an old Arkansas real-estate office. Several wooden chairs, a worn desk, and an ample cuspidor are to be seen. Abner is whittling on the right front leg of his chair. Lum has just opened a letter).

- L: Abner, listen to this, it's a letter we got just now. "Dear Lum and Abner: Several of our readers have asked us what you two gentlemen look like. Would you please be good enough to give us a detailed description of yourselves so that we may pass this information on to your fans? Very truly yours, RADIO GUIDE."
- A: What's it they're wantin'?
- L: A description.
- A: Well, they'll have to see Doc Miller fer one of them.
- L: A "description," Abner. Not a "perscription."
- A: Well, I ain't got one of them neither.
- L: Why of course you have . . . everybody's got a description.
- A: Well, I'm glad they wrote the letter then, fer that's the first time I ever knowed I had one.
- L: Oh yes . . . it won't be no trouble givin' 'em that . . . jist describe ourselves . . . sorter like that application I filled out when I wrote to the Happy Home Matrimonial Bureau.
- A: Well . . . you can send one in if you want to, but they're jist wastin' their time on me . . . I've got a wife and darter now.
- L: Oh, this ain't fer no matrimonial purposes. They jist want to know what we look like.
- A: Well then, why not send 'em one of our fotygrafts?
- L: No, that won't do. Wait . . . I've got a idy. Whereabouts is the weekly paper at?
- A: I dunno. I reckon it's around here summers, lessen somebody's cleaned a lamp chimney with it.
- L: Ah . . . here it is . . . wrapped 'round this curry comb.
- A: Now, Lum, don't git started readin' that thing.
- L: Didn't 'tend to. I'm jist lookin' at the lost and found column . . . they allus give descriptions of different things in here.
- A: They don't never advertise for no lost humains, do they?
- L: Not frequent. But we can sorter change things up, though. Like here . . . yea, this ort to work . . . Here's somebody advertisin' fer a hound dog that's lost . . . strayed or stolen, one hound dog. Four years old. Black with brown nose and left ear chewed . . .
- A: Well, that ain't goin' to work. They's two of us, and they's jist one of that dog.
- L: Yea. Maybe I can find two of sompin' another here . . . let's see . . . Here's a pocketbook with two dollars in it . . . That won't work, I reckon . . . Wait a minute. Here's the thing . . . jist what we're lookin' fer. Lost, strayed or stolen . . . Team of Horses.
- A: Yea. That sounds good. Maybe we can get an idy from that.
- L: One white horse . . . answers to the name of Jim . . . Look, Abner, we can fix that up . . . jist change the first un here to a description of you . . . git a pencil



Lum and Abner in their office, as they  
looked just a few minutes before the  
letter from RADIO GUIDE arrived

- and paper and set it down as I call it out.
- A: Here's a piece of wrappin' paper. I'll write on it.
- L: Abner . . . weight about 40 stone . . . 15 hands high. Gaits . . . What gaits you got, Abner?
- A: Front gate and back gate.
- L: No . . . no! Can ye walk, run, single-foot er what?
- A: Oh . . . I walk. And then I run some. It's sorter like walkin' ony you jump up and down a little bit in between.
- L: All right. Put her down, Abner walks and he runs some. Lum he goes in for all of 'em . . . walk, run, single-foot, trot, rack and gallop.
- A: Whut's next?
- L: Let's see. How do you work—single or double?
- A: Double, 'cose. Ain't I said I got a wife?
- L: That's so. And I'm contrariwise. Next is how're you shod? Reckon that bunion of yours orter class you as lame in left hind foot. And I've had a split hoof on acounter that axe hit me in the toe fourteen year ago come Thanksgivin'. That's what you get fer workin' on hollerdays.

- A: What I'm goin' ter put down here fer shoein'? All that's about natterul defects. Not countin' those new mail-order boots, we both got lots of worn shoes, and I got one left shoe with caulks. I'll put that down.
- L: Yea . . . what else here? You ain't got no spavin, but I guess that fits my limp, lessen you might refer to it as spring halt. Put her down . . . Abner, no other defects in shanks . . . Lum has a mite of spring halt, because of the weather. Now about colorin' . . . yore sort of piebald, and a leetle mite skimpy in the mane. Me, I guess I'd be described as sorrel, goin' to white . . . Nothin' here about them horses havin' mustaches, so put her down separate. Abner . . . hey, Abner!
- (Abner, who has been whittling, suddenly falls on the floor as the chair leg gives way)
- A: There . . . I done it again. That's the second chair this week. Guess that building manager man won't like that any.
- L: What's ailin' you lately? Shoulda thought when that porch fell on you after you whittled through that column, 'twould have taught you a lesson.
- A: Oh, I dunno. Seems like I'm always nervous. Gotta whittle on somethin' since I used up that "No Whittling" sign they stuck up in here . . . what's next?
- L: Well . . . don't neither of us wear a head-stall, 'cept maybe we got a toothache. How're your pasterns?
- A: Right fine shape, 'cept I ain't got no fetlocks.
- L: Yea . . . and neither of us got hocks, lessen you class loan tickets. How about this, though? One of these horses got a harness gall, and the other feller's got a scar in his withers. Do that fit us?
- A: I dunno, Lum. I got a pendicites scar. Corse that's in a different place, but they might wanten know 'bout hit.
- L: Yea . . . an' I guess you might call that itch in the middle of my back a harness gall . . . leastwise I figger it's my galluses that's doin' hit. Put her down . . . Abner, scar on belly. Lum, harness gall from galluses.
- A: I heerd tell, "belly" ain't polite.
- L: That's so . . . make it stomach . . . Now about breedin' . . . jedgin' by the laigs, I guess maybe I got some A-rab in me, and you look kinda Percheron yourself. Besides that yore more peacable like. Now, let's see . . . this next is kinda personal. It says this Jim horse has a brand on his . . . Abner! Hey, Abner!
- (Abner, who has been whittling the floor, suddenly disappears through it. Lum rushes over and looks down to discover that Abner has fallen through into the lap of the building manager, who is about to have an apoplectic fit).
- Manager: You . . . you . . . you . . .!
- A: I'm awful sorry, Mister, but I hain't been out to pasture lately and I jist chewed right through my stall.

Lum and Abner may be heard any evening from Monday to Friday, inclusive, over the Mutual Broadcasting System, from Station WLW at 7:15 EST, from Station WGN at 8:30 CST, from Station WOR at 9:30 EST, and from Station WXYZ at 9:30 EST—in a program sponsored by the makers of Horlick's Malted Milk.



# Behind the Music

By Jack D. Brinkley

And now another radio program with an original score for each broadcast! Arthur Schwartz and Howard Dietz, famous for their compositions in "The Band Wagon," "Flying Colors," "Princess Charming," "Three's A Crowd" and many other prominent operettas and musical comedies, are the pair commissioned to do the job.

For a long while listeners have waited for the sponsor who considered radio important enough to obtain special music by prominent composers for such a series of programs. Sigmund Romberg was one composer selected; now here come Schwartz and Dietz. Heretofore listeners have been forced to lend an ear to broadcasts composed largely of second-hand musical numbers . . . created for the stage and photoplay and offered, in part, to the broadcasters. These same compositions have worn thin by being played on many programs, until they are close to boring from repetition.

The new Schwartz-Dietz series of intimate musical comedies will offer no music which has been presented elsewhere. And the songs used in these broadcasts will be released for other mediums of entertainment only after they have been presented on the air.

The closest collaboration is necessary between the composers and Courtney Ryley Cooper, the author of the stories on the program known as The Gibson Family. All musical selections are a vital part of the story, with a careful balance between music and dialogue.

Why was Arthur Schwartz chosen from all American composers to write the music for this milestone in radio production? The reason is obvious when it is realized that one recent show score by this writer contained music in the distinct styles of six different countries; and that, in addition to his reputation for composing successful popular songs, he holds the distinction of being the only composer of the "popular" school to receive

consideration for a serious theme from the classical music columns of the New York Times. The composition was "The Beggar's Waltz," a portion of the score of the "Bandwagon," and Schwartz received a writeup of a column and a quarter on his ability to combine appealing popular songs and more serious music in a single production.

Even with all of his many successes behind him, Arthur Schwartz may be considered one of the newer composers, having deserted law practice for music only five years ago. He was born in Brooklyn in the year 1900, attended high school there, and graduated from N. Y. U. in 1920. In 1921 he received his M.A. degree from Columbia University, and the title "Doctor of Jurisprudence" from New York University in 1924, teaching high school English in the meantime. Then he practiced law until 1928.

His family did not guess that this worthy background was built for a future composer. His older brother had been an accomplished musician, and his father a practicing lawyer. Arthur's early expressions of a desire to write popular songs met with the disapproval of his parents, who thought one musician in the family quite sufficient. Besides, the big brother had real talent for the classics, while Arthur's aims were not so high, and he seemed unwilling to make a serious study of any instrument.

So plans were made for young Schwartz to follow in his father's legal footsteps. It was not until 1929, when he met his first real success in music for his songs in the "First Little Show," that Arthur became convinced that he had been right at the outset. Even now he has no musical education, is an accomplished pianist only by employing knowledge which he has "picked up," and not only writes his piano arrangements but assists in the

(Continued on Page 25)



Arthur Schwartz was headed for law practice when his first love, music, steered him from Blackstone. Now he's devoted exclusively to melody, harmonies and dominant sevenths

## Galli-Curci's Protege

By Fred Kelly

**Great Artists Leave Behind Them Only the Memory of Their Art. Galli-Curci Intends to Leave a Living Reminder in the Person of Her Successor, Muriel LaFrance**

There are sopranos—and sopranos. There are those radio rocketeers who shrill to high C with slate-pencil timbre—and there are sopranos like Galli-Curci and Muriel LaFrance.

People who hate high-pitched women's voices in their loudspeakers relax with pleasure when the clear pure tones of Muriel's coloratura soprano come over the air. Great stars, as far apart in the entertainment world as Paul Whiteman, Colonel Lindbergh, Galli-Curci and Roxy, have discovered a taste in common, in their appreciation of her effortless excellence. In fact, it was Galli-Curci who "discovered" Miss LaFrance. And in that discovery, both Muriel and the listening public were helped by the long arm of coincidence.

Galli-Curci, too, is grateful for this coincidence. For it is the fate, even of such a great singer as she, to pass on and leave no record of her greatness, other than those incomplete mementoes to be found in mechanical recordings. And these—unlike an author's books or the masterpieces of painter or sculptor—preserve only part of the artist's personality. Consequently, many great singers long to leave behind them someone in the nature of a personal, spiritual and artistic successor. An *alter ego* or other self. Such a one has Galli-Curci found in the lovely Muriel LaFrance.

It happened in Toledo, Ohio—Muriel's home town. She had finished a course at the New England Conservatory of music; she had made up her mind to sing over the radio. That was the condition of affairs when the great Galli-Curci came to Toledo. She never had heard of Muriel—but soon she was to hear from her.

Into a theatrical booking office Miss LaFrance was called one day to sing for a possible sponsor. Upon request, she sang a couple of operatic arias.

Down the hall, in the office of a friend, Galli-Curci was sitting, when the clear voice rang through the halls.

Now if there is one quality which artists of true greatness share, it is an enduring eagerness to recognize genuine talent. Where a mediocre performer may be led, through professional jealousy, to belittle a talented confrere, a really great artist has nothing but praise and encouragement for the rising unknown.



Muriel LaFrance, admired and appreciated by such diversely occupied celebrities as Paul Whiteman, Colonel Lindbergh and Roxy

So it was with Galli-Curci, when she heard Muriel LaFrance sing. Secure in her own peerless artistry, the great singer thrilled to recognize a potential equal. She insisted upon meeting the human source of that ethereal voice. "And to my dying day," Miss LaFrance tells, "I shall treasure above all memories that of the moment when Galli-Curci insisted upon taking me to Chicago to study!"

By another strange complex of coincidence, these two talented women discovered, immediately upon meeting, that they resemble each other in face and form no less than in voice! No wonder Galli-Curci felt that she had found her other self.

Still being tested in the crucible of Fate, Muriel LaFrance went to New York where—under Galli-Curci's guidance—she spent months in training with the finest teachers.

Then came the time when Washington went wild over the young Slim Lindbergh, just returned from his historic flight to Paris. The Associated Press sent Muriel to the festivities, to sing.

Not only did she "steal the show," earning the shy personal praise of the returning hero himself—but she earned also the personal attention of the great Roxy.

"You must come to New York!" was the Roxy ukase. She did—and was one of the master impresario's principal soloists for two years! Muriel LaFrance had come through like a thoroughbred, proving that she had not only talent, but qualities of character without which no great art is possible.

Radio and concert engagements followed. Steadily this glorious voice mellowed, found wider recognition and an increasing circle of enthusiastic admirers.

"It has always been my ambition to please my audiences," she says modestly, "and I enjoy singing what we might call 'in-between' numbers—such as the beautiful melodies written for 'Rose Marie,' 'Showboat,' and so on—just as much as operatic selections."

Muriel LaFrance can be heard on KYW (Chicago) alternating Sundays at 2:30 and Wednesdays at 9 p. m. EST, on a program sponsored by the Olson Rug Company.







# Last Bite of the Blonde Tigress

By Arthur Kent

**She Was Vicious Like Her Animal Namesake, Even After Her Victims Were Robbed and Beaten and Shot. But She Overlooked Radio as the Defender of Law, with Its Powerful "Calling All Cars" . . . "Calling All Cars"**

[illegible]

Since 1992, the struggle for the environment has been the pastime of the news read. But even more recently, there has been change in the genre of the word.

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only one of the many ways in which the

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 of her \_\_\_\_\_ the \_\_\_\_\_ the \_\_\_\_\_  
 delinquency. They took \_\_\_\_\_  
 and \_\_\_\_\_ her \_\_\_\_\_ So far \_\_\_\_\_  
 killed \_\_\_\_\_

It may be said that the  
whole of the paper is a  
repetition of the same old story.

[illegible]

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

[illegible]

The Tiger and her mates (l. to r.) Mrs. Jarman, George Dale, Leo Minnet, as they appeared for trial "199 years" ago. . . . "Death" . . . "199 years" . . .

[illegible]

But as we were told at the time and later we can only trust that they been

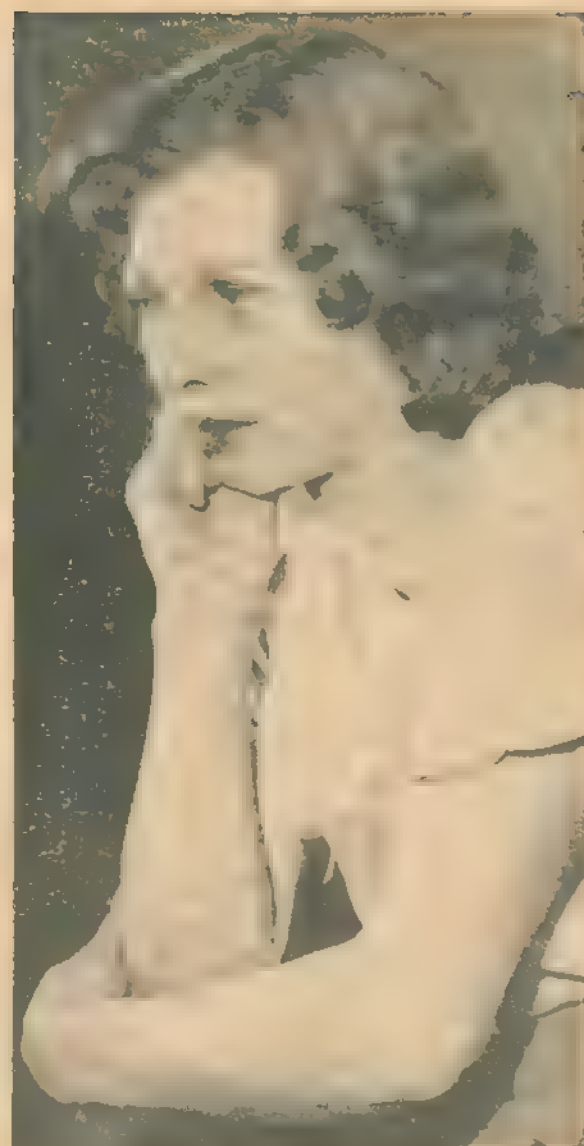
But the first time I went on patroling I was weeks

There is a great deal of talk about the importance of the "right" to life, liberty, and the pursuit of happiness. But what does this mean in practice? It means that we have a right to live, to be free, and to pursue our own happiness. This is not a right to be free from all responsibility, but a right to be free from government interference in our lives. It is a right to be free from government control over our lives, and a right to be free from government control over our property. It is a right to be free from government control over our lives, and a right to be free from government control over our property. It is a right to be free from government control over our lives, and a right to be free from government control over our property.

When I went out to the wash, I was met by a great bearded cloth shirt-brother, looked the older than who stood beside the woman. His eyes were very reddened, his voice hoarse, and then I gave him his good up and down the party frame to get date size, then turned and lifted



The store of old Gustave Hoeh, from which he was dragged to the sidewalk shown, and there shot to death.



The Blonde Terror—Mrs. Eleanor Jarman  
— as she looked when arraigned after her  
"last bite"

[illegible]

Wang started to take the girl to the cinema, but she was too shy to go. He had to let her stay at home and watch the television.

$\text{Aut}(G) = \langle \text{Inn}(G), \text{graph} \rangle$ . In the next section we will see how to compute  $\text{Aut}(G)$ .

He was a very fine young man, but even  
 in the days of his youth he was  
 known for his love of the sea and his  
 love of the sea.

[illegible]

And, finally, the author of the book, Sir John Elliott, the leading English expert on the subject, has written the book in a style that is both scholarly and accessible. The book is a masterpiece of scholarship and a must-read for anyone interested in the history of Spain.

[illegible]

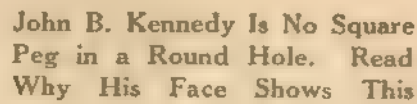
Doing but the large labor well with, but  
yet

(Continued on Page 21)



## Open Door to Beauty

By V. E. Meadows



### Should Light Hair Be Kept Light by Artificial Means? — Let An Expert Answer











Sunday, Oct. 14

(Time Shown is Eastern Standard)

The message of POPE PIUS XI broadcast from Rome to the faithful gathered at the Twenty-Second International Eucharistic Congress in Buenos Aires will be carried over the CBS-WABC network from 10:30 to 11:00 a.m. The Pope's message will come direct by short wave from Rome. An English commentator will translate.

KIA WILLIAM FRASER McDOWELL, senior bishop of the M. E. Church, will be heard on the Church of the Air from 10:30 to 11:00 a.m. over CBS-WABC. His talk will be in connection with the expected annual celebration of the church.

A CORRELATION in time brings Mrs. George MacDonald Bennett, National Federation of Professional and Business Women's Cause, to the microphone at 11:45 a.m. on the NBC-WEAF network. She will report the result of the correlation poll on national issues.

FRANCES LANGFORD, contralto, and THE SIZZLERS, vocal trio, will be the guests of *Walt Disney's Little Miss Blue-Orange Surprise Party* at 1:30 p.m. over the NBC-WEAF network.

MIRIAM HOPKINS AND JOHN BOLES, screen stars, will recreate the smash success of *Seven Heavens* in the first of a new series of programs entitled *'Lux Radio Theatre'* which will be heard every Sunday over the NBC-WJZ network at 2:30 p.m.

THE IMPERIAL HAWAIIANS, a dance band, inaugurate a series to be heard each Sunday from 2:30 to 3 p.m. over the CBS-WABC network.

SALLY OF THE MARKIES, a new dramatic series based on the adventures of a young woman girl, will make its debut over the NBC-WEAF network at 3 p.m. This new dramatic series, *'Talkie Picture Time'*, which previously was heard at the same time.

'THE LAND OF BEGINNING AGAIN' another new musical afternoon series starring *Rod La Rocca* and *Rod La Rocca's Harmon-Kentner Rod La Rocca* quartet, will be heard over the NBC-WJZ network at 4:30 p.m.

THE WOLF BROTHERS, young trio, who have been the stars of the recent Washington D.C. as guest stars of the second *'Open House'* program with *Fredy Martin* over the CBS-WABC network at 5 p.m.

'WASHINGTON MASQUERADE' an episode illustrating tense days in the national capital in 1961 will be today's chapter in the *ROSES AND DRUMS* series. It is heard at 5 p.m. over the NBC-WJZ network.

JULIA SANDERSON AND FRANK CRIMMIE will present *Evening Symphonies* tonight, as the guest of the program over CBS-WABC at 5:30 p.m.

JOLLY COBURN and his orchestra will be presented in a weekly series of fifteen minutes of dance music every Sunday evening starting today, over an NBC-WJZ network at 6:15 p.m.

ANNE SLYMOUR, supported by DON AMICHI, will be starred in the *'Grand Hotel'* broadcast at 6:30 p.m. Title of the episode is *'Boy Wanted'*, a new comedy. The program is heard over the NBC-WJZ network.

JACK BENNY and his entourage launch a new series of Sunday evening broadcasts at 7 p.m. over an NBC-WJZ network. *Don Hecker* and his orchestra, *Frank Parker*, *Mary Margaret* and *Don Williams* will assist Jack in these shows. A repeat performance for Pacific Coast listeners will be presented from 12 midnight to 12:30 a.m.

'CALIFORNIA MELODIES' featuring *Raymond Paige's* orchestra, *Joan Marsh*

# New Programs, Changes



**ANNETTE HANSHAW**  
The petite contralto has unquestionably brought to her program a host of listeners who became endeared to her during her protracted stay on her preceding one. She is heard on the *Camel Caravan* Tuesdays at 10 p.m. (EST) and Thursday at 9 p.m. on the CBS-WABC hookup.

and guest stars will be heard at 1:30 p.m. to 3 p.m. over the CBS network.

The second of the series of *SYMPHONY CONCERTS* will present *Fritz Amberg*, current Swiss conductor, leading the *Basel* and *4th* Spalding concert violinist as guest artists. These concerts are heard Sunday nights from 8:30 p.m. over the NBC-WJZ network.

Dancing and entertainment of WILLIAMSON will be heard on the CBS-WABC network at 9 p.m.

DOROTHY CANE and DUSTY FLETCHER will be first guest presenters for *An American Housewife*. A half hour of *Confessions* series will bring talk by men and women who have contributed to the mental life of the nation and will be heard Sunday at 10:30 p.m. via the NBC-WJZ network.

## Monday, Oct. 15

THE MODERN MINSTRELS, one of Columbia's new four-hour daytime shows, will be presented from 9 to 10 a.m. This show will bring to radio a reproduction of a full-time backstage minstrelsy staged by a company of 15 headed by producer Harry Von Zell.

JOSEPHINE GIBSON, the Hostess Counsel, will again return to the airwaves each Monday at 10 a.m. over an NBC-WJZ network. A repeat performance for Pacific Coast listeners will be heard at 12:15 p.m. This will be a three-week series Monday, Wednesday and Friday, and will be heard over the same frequency at the above-mentioned times.

In addition to the Sunday presentation of *'THE LAND OF BEGINNING AGAIN'*, the Carl had Products Company will inaugurate a three-a-week show at the same time and hour at 1:30 p.m. This series will be heard on Monday, Wednesday and Friday at the same time over NBC-WEAF only.

'PIGGY'S DOCTOR' a new series of dramatic sketches will be inaugurated over an NBC-WEAF network at 1:15 p.m. *Rosaline Greene* and *James Merghan* popular radio dramatic artists, will be the

featured stars of these fifteen-minute show. They will be presented every Monday, Wednesday and Friday afternoon. This series was originally scheduled to start October 1, but was postponed on account of the World Series broadcasts.

MISS ANNETTA W. PICK, executive secretary of the New York League for the Blind, is giving voice to the purpose of the National Hearing Week over the CBS-WABC network from 1 to 1:30 a.m.

E. HALL DOWNS, bridge expert, will be heard in a new series of *Contract Bridge Made Easy* over the CBS-WABC network at 11:30 a.m.

THE RADIO GUILD production for today will be *Death Takes a Holiday*. Alberto Cassella's three-act drama of suspended death. The series is heard at 3 p.m. over the NBC-WJZ network.

PRINCESS PAT PLAYERS at 9:30 p.m. bring from NBC's Chicago studios the three-act play *The Show of the King*. The story deals with the mysterious and dramatic activities. It is heard over an NBC-WJZ network at 9:30 p.m.

'AMERICAN MUSIC' a new musical series depicting the past and present American music, paralleled by three melodies will be a Monday evening highlight at 10 p.m. over an NBC-WJZ network. *John Tashner* heard will act as narrator as points being illustrated by vocal and instrumental selection. A concert of organ and soloists will be featured in this series.

'RECOVERY AND RECONSTRUCTION' is the subject of an address by *Frank F. Brown* at the *Marat Theater*.

You'll like this program!

**"SMILIN' ED" McCONNELL**

Sponsored by  
**ACME QUALITY PAINT and LIN-X**

You'll hear him over the  
**Columbia Broadcasting System**

WABC WAAB WDRC  
WCAI WEAN WJSV  
WHP WFEA WJAS

★

Every SUNDAY Evening at 6:30 P.M. (EST. 15:30 P.M. CST)  
Every THURSDAY Noon at 12:30 P.M. (EST. 11:30 A.M. CST)

**DON'T MISS TONY WONS**

Every Sunday Afternoon NBC

in  
**"THE HOUSE BY THE SIDE OF THE ROAD"**

Here's Tony at his genial best!  
Also *Gino Vanna, Emory Darcy, Ula, ... and ...*

**JOHNSON'S WAX**  
(See listing for time and stations)

Listeners in the New York area will be heard over an NBC-WJZ network at 10:30 p.m.

ROBERT TOLLY of Houston, Texas, President of the American League Association, will be the special featured on the *Doctors' Hour* over the *Diverse* program over the CBS-WABC network from 10:45 to 11 p.m.

## Tuesday, Oct. 16

HAPPY DAYS, one of the one-hour shows staged by Columbia over the WABC network will have its premiere broadcast on Tuesday, October 16, 1961, from the

(Continued on Page 27)

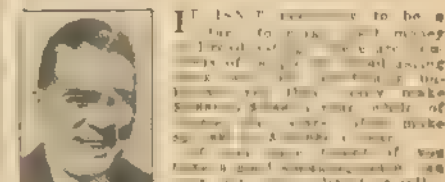
# Noise reducing Antenna

assures clear foreign reception

RCA engineers have perfected a new all-wave double doublet antenna system that gives greater signal pick up and reduces man-made noise to a minimum. Parts are scientifically matched to give higher efficiency. Also improves standard broadcast reception. Easy to install. No bulky transposition blocks. "Unquestionably superior to anything we've tried so far," said Martin Gosh, Radio Columnist of New York Post-Sunday Newspapers. Kit of essential parts, List Price \$6. Have your dealer or service engineer make a CERTIFIED INSTALLATION.



## How YOU Can Get into BROADCASTING



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We will obligingly send you a free booklet how to get into broadcasting and a partial list of your local radio stations.

Name \_\_\_\_\_ Age \_\_\_\_\_  
Please Print or Write Name Plainly  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_







You'll enjoy

**RED DAVIS**



**TONIGHT**

**NBC-WJZ  
NETWORK  
COAST-TO-COAST  
and every MON., WED.  
and FRI. NIGHT**

**RICHARD HIMBER  
AND HIS  
STUDEBAKER  
CHAMPIONS** with Joey Nash

**MONDAY 8 P.M.** Eastern  
NBC - Reading WEAF - WEEI  
WTIC - WJAR - WTAG - WCHS  
WGV and Coast to Coast Network

**Tune in on  
BLOCK & SULLY  
GERTRUDE NIESEN  
LUD GLUSKIN**  
and His Continental Orchestra  
**MONDAYS 9:30 P.M.** EST  
COLUMBIA NETWORK

**EX-LAX - THE CHOCOLATED LAXATIVE**



**Lighten Your Hair  
Without Peroxide**  
to ANY shade you desire  
**SAFELY in 5 to 15 min.**  
...  
**FREE** ...  
**EDWIN F. LECHLER** Hair Beauty Specialist  
6624 W. 181st St. New York, N. Y.

# Contests on the Air

**M**ost important addition to the contest list this week is the Pillsbury \$5,000 cash prize competition in which winners will be the favorite dessert of both of the days covered. It begins October 15 as the Procter and Gamble Dream Come True contest, to appreciate prizes. Tune in the programs designated for further details in the given hours.

## SUNDAY

(Time Shown is Eastern Standard)

**1:30 p.m.**, NBC-WJZ network, "The Miss (and) Surprise Party." Prizes include automobile, 2nd prize coat, 3rd prize refrigerator, and 4th prize cameras and protectors. 25 wrist watches. Nature afterwriting. Two separate contests during November 4 and December 20. Sponsor: B. J. Fabbitt Co.

**5:45 p.m.**, NBC-WJZ network, Albert Payson Terhune Dog Dramas. Prizes include motion picture cameras together with complete dog sets. 100 additional dog kits. Nature afterwriting or appealing dog snippets. Closes weekly on Friday following program. Sponsor: Spratts Patent Ltd.

**7:45 p.m.**, NBC-WJZ network, Wendell Hall the Great Hokey Music Maker. Prizes: Five \$50 jewel wrist watches for five best songs Mr. Hall can sing to. "I'll Not Grow Old, No More." Sponsor: W. F. G. Co.

## WEDNESDAY

**10:15 a.m.**, NBC-WJZ network, "Madeline Simon." Music and more. Prizes: Three copies weekly of crosses with a flower and a letter in the name. Nature afterwriting. Sponsor: Pillsbury Mills.

## FRIDAY

**8:40 p.m.**, NBC-WJZ network, "True Love." Prizes: 1st prize, \$500; 2nd prize, \$100; 3rd prize, \$50; 4th prize, \$25; 5th prize, \$10; 6th prize, \$5; 7th prize, \$2.50; 8th prize, \$1.25; 9th prize, 50¢; 10th prize, 25¢. Nature afterwriting. Sponsor: Spratts Patent Ltd.

## THROUGH THE WEEK

**10:30 a.m.**, Monday to Friday, NBC-WJZ network, "Today's Children." Prizes: 1st \$4,000; 2nd \$2,000; 3rd \$1,000; 4th \$500; 5th \$250; 6th \$100; 7th \$50; 8th \$25; 9th \$10; 10th \$5. Nature afterwriting. Sponsor: Pillsbury Mills Co.

**11 a.m.**, Wednesday and Friday, CBS-WABC network, "Cooking Class." Same contest and conditions as listed in "Today's Children."

**3 p.m.**, Monday, Wednesday, Thursday, NBC-WJZ network, "Dreams Come True." Prizes: 1st \$5,000; 2nd \$2,500; 3rd \$1,000; 4th \$500; 5th \$250; 6th \$100; 7th \$50; 8th \$25; 9th \$10; 10th \$5. Nature afterwriting. Open to women only. Closes weekly October 25. Sponsor: Procter and Gamble Co.

**7:15 p.m.**, Monday to Friday, NBC-WJZ network, also at 11 p.m. on NBC, "The Glenn Miller Show." Prizes: 100 G. M.ette blue ink pens each program for best "Blue Streak" Drama written by listeners in form of dramatized commercial. Sponsor: G. M.ette Safety Razor Co.

**8:15 p.m.**, Monday, Wednesday, and Friday, CBS-WABC network, "Lawyer's Office." Prizes: 1st \$500; 2nd \$250; 3rd \$100; 4th \$50; 5th \$25; 6th \$10; 7th \$5; 8th \$2.50; 9th \$1.25; 10th 50¢. Nature afterwriting. Sponsor: Spratts Patent Ltd.

## ON INDEPENDENT STATIONS

**WOR**, Newark, N. J., sponsored by the 2nd prize, \$100; 3rd prize, \$50; 4th prize, \$25; 5th prize, \$10; 6th prize, \$5; 7th prize, \$2.50; 8th prize, \$1.25; 9th prize, 50¢; 10th prize, 25¢. Nature afterwriting. Sponsor: Spratts Patent Ltd.

# Bandstand and Baton

**F**RANKIE MASER'S IS now one of the most popular bands in the country. His music is heard on the radio and in the clubs. He is a true professional and his band is the best in the business.

Frankie Maser's band is made up of the best musicians in the country. They play the most popular music of the day and are always ready to take requests.

Frankie Maser's band is the only band in the country that has won the "Best Band" award for five years in a row. They are truly the best.

Frankie Maser's band is the only band in the country that has won the "Best Band" award for five years in a row. They are truly the best.

**HENRI KING** is a famous pianist and composer. He has written many popular songs and has been featured on the radio and in the clubs.

**HUSK O'HARE** intends to patent his newest invention, a portable radio set built into a golf bag. Maybe Husk wants to listen to himself and hand while he's out playing golf.

**TED WILLMS** is a famous pianist and composer. He has written many popular songs and has been featured on the radio and in the clubs.

**CLYDE LUCAS** and **PAUL PETER** are famous pianists and composers. They have written many popular songs and have been featured on the radio and in the clubs.

**ANSON WEEKS** is a famous pianist and composer. He has written many popular songs and has been featured on the radio and in the clubs.

**GUY LOMBARDO** and the Royal Canadians have resumed NBC sustaining broadcasts from the Waldorf Astoria Hotel New York City. Duration of Lombardo's present contract is not announced yet. ANSON WEEKS has moved into the Statler Hotel, Boston.

**TENPE** is a famous pianist and composer. He has written many popular songs and has been featured on the radio and in the clubs.

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**TENPE** is a famous pianist and composer. He has written many popular songs and has been featured on the radio and in the clubs.

Back on the  
Air Again!

**THE  
V. E. MEADOWS  
BEAUTY FORUM**

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Broadcasting System**

WMCA—New York  
WHDH—Boston  
WPRO—Providence  
WIP—Philadelphia

**MON. - WED. - FRI.  
10:45 to 11 A.M.**

**Station WNEW**

**MON. - TUES. - WED.  
THURS. - FRI.  
12:30 to 1 P.M.**

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**Want a  
Steady  
Job?**

\$7.50 to \$20.00 a year

**Work for  
"Uncle Sam"**

Man, Fan and  
Winter examina-  
tions examined

Man, Fan  
15 to 50

Victor Garden  
10 to 15  
SUPE



(Continued on Page 26)







19















[illegible][illegible]

Going back to days when Goodman Ace wooed and won her, Jane, in their current series, depicts soulfully, the way of a maid with a man particularly when the man has none too much of that essential virtue, patience. The "Easy Aces" are heard Wednesdays, Thursdays and Fridays at 8 p. m. (EST) over the CBS-WABC net.

## A black and white portrait of a young man with dark hair, wearing a suit jacket, white shirt, and tie. He is looking directly at the camera with a slight smile. The background is a plain, light color.

to hear the newspaper to be  
read, how they had been  
for the first time and how  
they had been when he had  
read first thing in the morning  
to the first place, then to the  
second.

It was the first time he had  
seen the first of the West  
Street the first time he had  
seen the first time he had  
seen the first time he had

I have been thinking of you very much lately, and  
 wondering how you are getting on. I hope you are  
 well and happy. I have been very busy lately, but  
 I have managed to find some time to write to you.  
 I have been thinking of you very much lately, and  
 wondering how you are getting on. I hope you are  
 well and happy. I have been very busy lately, but  
 I have managed to find some time to write to you.

A representative suggested that the  
NACAL was not being put into the State  
Library to benefit the benefit was to  
be done.

A letter dated 1962 from the  
State Library to the NACAL, dated 1962,  
noted the work that does not make the  
library but it solve the problem.

And at last the letter dated 1962 was located.

[illegible]

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

Cash payments will be advanced to artists of 50% of gross net proceeds in "The Orchestra World." Send us any of your musical words or notes to be found suitable for radio entertainment. RADIO MUSIC GUILD, 1670 Broadway, New York

[illegible]

THE ABC  
OF  
WRITING  
FOR  
RADIO  
by  
ED EAST

Address .....

Cash payments will be advanced to artists of 50% of gross net proceeds in "The Orchestra World." Send us any of your musical words or names likely to be found suitable for radio entertainment. RADIO MUSIC GUILD, 1670 Broadway, New York







(C. 100-1) 100 P. 29)

'Mr. Diet' he states "is far above the average you water in my humble opinion. He is musical & intelligent and the creator of new & better patterns as well as a whole."



These men represent points of view of government and social affairs which in many cases differ widely one with the other, they are at one in their hatred of war, however, and desire to prevent it. You may get the benefit of their views by tuning in any Friday.

[illegible]

"The new scene has a lot to be proved. There are too many people here who have decided that the new scene is a great improvement on the old scene, and a great improvement on the old scene. I believe people are more interested in melody."

**RADIO GUIDE**  
**Program**  
**LEE LAWRENCE**  
**WITH**  
**DOROTHY ALLINSON**  
**Pianist**  
**WLIT**  
*Monday—and—Friday*  
*5:15 p.m.*

**All in an Issue Packed with Feature Stories of the Stars**

[illegible]

"The Gibson Family," with Arthur Schwartz' music, may be heard every Saturday evening at 9:30 p. m. over an NBC-WEAF network, in a program sponsored by the Procter and Gamble company.

# RED DAVIS

LINDA

LINDA  
**TONIGHT**

**NBC  
WJZ NETWORK  
COAST-TO-COAST**

**Begin listening to this fine program tonight**

## LEG SUFFERERS

**W**ritten by **JAMES M. HARRIS**, Editor  
of **THE NEW YORK TIMES**

**DEFE METHODS** 1284 N. Green Bay Ave.,  
Dep. Lg. 1, Milwaukee, Wis.



ATLAS SAVED  
US FROM  
OUR TIRES



IN THEY ARE  
AHEAD  
A WHOLE  
LOT

TO SAVE  
BATTERED  
WASTAGE  
DON'T  
CHANGE

**SAVE ON TIRES**

**\$2.15**

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*Firestone Goodrich U.S. Goodyear*

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TWO TIRES

TIRE

LAST MONTH'S TIRE

LAST MONTH'S TIRE

LAST MONTH'S TIRE

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Size	Hub	Tires	Price
33x4-40-21	15	1	\$2.15
33x4-40-21	15	2	\$3.30
33x4-40-21	15	3	\$4.95
33x4-40-21	15	4	\$6.60
33x4-40-21	15	5	\$8.25
33x4-40-21	15	6	\$9.90
33x4-40-21	15	7	\$11.55
33x4-40-21	15	8	\$13.20
33x4-40-21	15	9	\$14.85
33x4-40-21	15	10	\$16.50
33x4-40-21	15	11	\$18.15
33x4-40-21	15	12	\$19.80
33x4-40-21	15	13	\$21.45
33x4-40-21	15	14	\$23.10
33x4-40-21	15	15	\$24.75
33x4-40-21	15	16	\$26.40
33x4-40-21	15	17	\$28.05
33x4-40-21	15	18	\$29.70
33x4-40-21	15	19	\$31.35
33x4-40-21	15	20	\$33.00
33x4-40-21	15	21	\$34.65
33x4-40-21	15	22	\$36.30
33x4-40-21	15	23	\$37.95
33x4-40-21	15	24	\$39.60
33x4-40-21	15	25	\$41.25
33x4-40-21	15	26	\$42.90
33x4-40-21	15	27	\$44.55
33x4-40-21	15	28	\$46.20
33x4-40-21	15	29	\$47.85
33x4-40-21	15	30	\$49.50
33x4-40-21	15	31	\$51.15
33x4-40-21	15	32	\$52.80
33x4-40-21	15	33	\$54.45
33x4-40-21	15	34	\$56.10
33x4-40-21	15	35	\$57.75
33x4-40-21	15	36	\$59.40
33x4-40-21	15	37	\$61.05
33x4-40-21	15	38	\$62.70
33x4-40-21	15	39	\$64.35
33x4-40-21	15	40	\$66.00
33x4-40-21	15	41	\$67.65
33x4-40-21	15	42	\$69.30
33x4-40-21	15	43	\$70.95
33x4-40-21	15	44	\$72.60
33x4-40-21	15	45	\$74.25
33x4-40-21	15	46	\$75.90
33x4-40-21	15	47	\$77.55
33x4-40-21	15	48	\$79.20
33x4-40-21	15	49	\$80.85
33x4-40-21	15	50	\$82.50
33x4-40-21	15	51	\$84.15
33x4-40-21	15	52	\$85.80
33x4-40-21	15	53	\$87.45
33x4-40-21	15	54	\$89.10
33x4-40-21	15	55	\$90.75
33x4-40-21	15	56	\$92.40
33x4-40-21	15	57	\$94.05
33x4-40-21	15	58	\$95.70
33x4-40-21	15	59	\$97.35
33x4-40-21	15	60	\$99.00
33x4-40-21	15	61	\$100.65
33x4-40-21	15	62	\$102.30
33x4-40-21	15	63	\$103.95
33x4-40-21	15	64	\$105.60
33x4-40-21	15	65	\$107.25
33x4-40-21	15	66	\$108.90
33x4-40-21	15	67	\$110.55
33x4-40-21	15	68	\$112.20
33x4-40-21	15	69	\$113.85
33x4-40-21	15	70	\$115.50
33x4-40-21	15	71	\$117.15
33x4-40-21	15	72	\$118.80
33x4-40-21	15	73	\$120.45
33x4-40-21	15	74	\$122.10
33x4-40-21	15	75	\$123.75
33x4-40-21	15	76	\$125.40
33x4-40-21	15	77	\$127.05
33x4-40-21	15	78	\$128.70







(Time Shown Is Eastern Standard)

FOLLOWING THE lead of Detroit, other cities may take Chevrolet Motor Company's cue and bid for the broadcast of important college football games. There will be just 24 hours over a Christmas Eve and a total of seven different games being televised. Yet, it is possible to arrange each Saturday. So far, only one game has been scheduled, the Michigan-Notre Dame contest on Dec. 29. The other games will be played on Jan. 5, 12, 19, 26 and Feb. 2. The Detroit bid was made by the Detroit News, which has the rights to the game.

HONORABLE GEORGE N. PETK  
special to the trade sector to President  
Roosevelt and discuss Foreign Trade  
a broad view from the House of Representatives  
page at 11:30 p. m. over an NBC-WJZ  
network.

[illegible][illegible][illegible]

TRIPOLI, 11 SEPTEMBER (UPI) — The extent of the damage to the American Embassy in Tripoli, Libya, was not known at the time of the U.N. attack, U.S. Ambassador to the United Nations Jeane Kirkpatrick said today. She said the U.S. State Department was working to determine the extent of the damage.

## N. B. C. COAST to COAST

**RICHARD HIMBER  
AND HIS  
STUDEBAKER  
CHAMPIONS**



## Short Wave Timetable

(Shown in Eastern Standard Time)

On Sunday, October 14, a new short-wave program to the exchange series between the National Broadcasting Company and the Soviet Union, aimed for Broadcasting and Delegation will again be presented from Moscow.

The market will feature the musical art of different peoples of the USSR, will also contain a number of traditional presentations.

was the first to be elected to the  
 position of President of the  
 National Association of  
 Manufacturers.

On Friday, August 14, 1968, in the series of similar programs, a series of war will be presented by the 15th Infantry from the National Broadcasting Company and the British Broadcasting Corp are presenting to the world. The annual broadcast of the war will be held at 8 p.m. on the 14th of August. The CBS and the BBC will be the main sponsors and the New

STATEMENT OF THE OWNERSHIP MANAGE-  
MENT CIRCULATION ETC. REQUIRED BY  
THE ACT OF MARCH 3 1907

Of T's, I have seen many, but none so good as this.

I have seen many, but none so good as this.

But I have seen many, but none so good as this.

[illegible][illegible][illegible]

Sworn to and ~~subscribed~~ before me this 1st day  
of October 1934 Anna J. Kent  
My Commission expires May 10, 1935

WILLIAM. On this world's broad stage  
The speaker is best known to all,  
For and author of many books on peace  
and war.

On Sunday, October 14, the feast message of Pope Paul VI from Vatican City, Rome, to the thousands gathered at the Twenty-Second International Eucharistic Congress in Buenos Aires will be stated over the television world at 10 o'clock in the morning, and by both radio and TV.

[illegible][illegible][illegible]

Following the hunt will be a concert, a play, and a few words by the master of the brands.

# Bandstand and Baton

(Continued from page 17)

terent cities while en route. Shortly he  
trucks for Hollywood and another Para-  
mount film.

CLYDE GRAY's Essex House mansion  
par excellence again, with his Casa Loma  
band, CBS does pickup hunters. Other Col-  
umbia offerings from Manhattan include

Meters	Megs	Station	Location	Schedule (Eastern Standard Time)
13.93	4	W8XX	Philadelphia, Pa.	6 AM to 7 PM
13.97	4	GSM	Philadelphia, Pa.	7 AM to 8 AM
16.86	7	GSG	England	6:45 to 8:45 AM, 8:45 to 10:45 AM
16.87	7	W3XAL	Brookbrook, N. J.	9 AM to 11 AM
16.88	7	PHI	Hopland	Monday 7 to 11 PM, Friday 7:30 to 9:30 AM, Saturday and Sunday 7:30 to 11 AM
19.56	15.34	W2XAD	Schenectady, N. Y.	Day 2 to 3 PM
19.64	15.27	W2XE	Wayne, N. J.	1 AM to 12 Noon
19.68	15.27	PONTOISE	France	7 to 11 AM
19.72	15.1	W8XX	Philadelphia, Pa.	11 AM to 11 PM
19.73	15.2	DJB	Germany	4 to 8 AM, 8 to 11 AM, 12:30 to 2:30 AM
19.82	15.2	GSP	England	8:45 AM to 10:45 PM
19.84	15.2	HVJ	Amsterdam, City	Day 7 to 11 AM, Sunday 10 to 10:30 AM
20.39	15.2	CHV	Amsterdam	5 to 9 PM
24.53	15.2	CTICT	France	Saturday 2 to 4 AM and Thursday 4 to 6 PM
25.26	15.2	PONTOISE	France	1 to 4 AM, 7 to 11 PM and 12 to 5 PM
25.27	15.2	W8XX	Philadelphia, Pa.	4 to 11 PM
25.28	15.2	GSE	England	1:45 AM to 2:45 PM
25.36	15.2	W2XE	Wayne, N. J.	2 to 4 PM
25.40	15.2	DRO	Italy	11:30 AM to 12:30 PM and 1:15 to 6 PM
25.51	15.2	IGR	Germany	5 to 10:30 PM and 12 to 4 PM
25.53	15.2	GSD	England	12:5 to 2:5 AM, 1 to 5:35 PM and 5 to 8:35 PM
25.53	15.2	CJRX	Windsor, Canada	Day 8 PM to 11 PM
25.63	15.2	PONTOISE	France	2 to 11 PM
30.40	9.97	EAQ	Spain	Day 5:15 to 7 PM, Sat 2 Noon to 2 PM, Sat and Sunday 7 to 7:30 PM
31.25	9.60	XETE	Mexico	2 PM to 2 AM
31.25	9.60	CTIAA	London	1 to 4 PM, 4:30 to 7 PM
31.27	9.60	HLB	Sweden and Norway	Sunday 7 to 6:15 PM
31.28	9.60	W3XAU	Philadelphia, Pa.	11 AM to 11 PM
31.28	9.60	VK2ME	Australia	Sunday 2 to 4 AM, 4:30 to 8:15 AM, 9 to 11 AM
31.31	9.60	GSC	England	6 to 8 PM
31.31	9.60	VK3LR	Australia	3:15 to 8:20 AM daily except Sunday
31.36	9.60	W1XAZ	Boston, Mass.	6 AM to 11 AM
31.38	9.60	DJA	Germany	4 to 5:30 AM, 5 to 11 AM, 5 to 8:15 PM
31.48	9.60	W2XAF	Schenectady, N. Y.	6:30 to 10 PM
31.55	9.60	VK3ME	Australia	Weekday 6:30 AM, Sunday 5 to 7 AM
31.55	9.60	GSB	England	12:5 to 2:5 AM, 1 to 5:35 PM
32.02	9.60	HP5ABH	Colombia	7:30 to 9:30 PM, 1 to 12 Mid
36.65	9.60	PSK	Brazil	7 to 7:30 PM
37.33	8.05	CNR	Montreal	Sunday 2:40 to 5 PM
38.07	7.83	JIAA	Japan	4:50 to 7:50 AM
38.47	7.80	HBP	Switzerland	Sunday 5 to 6:15 PM
40.55	7.40	HJ3ABD	Colombia	7:30 to 12 Mid
41.55	7.22	HKE	Colombia	Monday 6 to 7 PM, Tuesday Friday 8 to 9 PM
42.86	7.20	HJ1ABE	Colombia	Monday 7 to 11 PM, Wednesday 8 to 11 PM, Sunday 8 to 11 AM
45.00	6.67	HC2RL	France	Sunday 7 to 7:45 PM, Tues 9 to 10 PM
45.31	6.67	PRADO	England	7 to 11 PM
46.30	6.48	HJ5ABD	Colombia	7 to 10 PM
46.51	6.15	H11ABB	Colombia	7 to 10 PM, 11:45 AM to 12:45 PM
46.69	6.15	W3XL	Brookbrook, N. J.	Used for occasional NBC broadcasts
47.50	6.32	HIZ	Colombia Republic	4:45 to 7:45 AM, Saturday 9:40 to 11:40 PM, Sunday 9:40 to 11:40 PM
47.84	6.7	H11A	Colombia Republic	11:40 AM to 1:40 PM and 7:40 to 9:40 PM
48.00	6.25	HJ3ABF	Colombia	7 to 11 PM
48.78	6.15	VV3RC	Venezuela	11:30 AM to 1:30 PM and 4:30 to 10 PM
48.86	6.14	W8XX	Pittsburgh, Pa.	4:30 PM to 1 AM
48.92	6.14	ZGE	Mexico States	Day 8 to 10 AM
49.00	6.12	JB	Africa	4 to 6 AM, 8 to 10:30 AM and 11 AM to 3:30 PM
49.02	6.12	W2XE	Wayne, N. J.	5 to 10 PM
49.08	6.11	VV2RC	Venezuela	10:30 AM to 1 PM and 5:15 to 10 PM
49.08	6.11	XEBT	Mexico	7 PM to 1 AM
49.10	6.11	VE9HX	Colombia N. S.	5 to 11:30 AM and 5 to 10 PM
49.10	6.11	VUC	Colombia	9 to 11 AM to 12 noon and Saturday 11:45 PM to 3 AM
49.18	6.10	W3XAL	Brookbrook, N. J.	Tues, Thurs, Fri and Sunday 2:30 PM to 12 Mid
49.18	6.10	W9XF	Chicago, Ill.	5:30 to 7:30 PM, 8:30 PM to 10 AM, Tues, Thurs, Fri, and Saturday 2:30 PM to 12 Mid
49.20	6.10	HJ1ABD	Colombia	11:30 AM to 12:30 PM and 7 to 9 PM
49.22	6.09	VE9GW	Bowmanville, Can.	Thursday Friday and Saturday 7 AM to 4 PM, Sunday 11 AM to 7 PM
49.34	6.05	W9XAA	Chicago, Ill.	Tues, Thurs and Saturday 3 to 11 PM
49.34	6.08	CP5	Bolivia	7 to 10:30 PM

BUDDY WILCONE in the Rosebud  
Bathroom and HARRY SALTER in the  
Park Central Hotel.

GEORGE OLSEN may stay at the College Inn of Chicago's Hotel Sherman as long as he likes. This was the sentiment expressed by ERNEST BYFIELD, director. And it is the same sentiment held by patrons of the Inn, judging from the enthusiastic crowd which jammed the opening party last week. RUDY VALLEE, ALICE FAYE, the RITZ BROTHERS, LITTLE

JACKIE HELLER, SALLY RAND, ARTHUR IRACI, FRANK BLANK, PAT KENNEDY, AMOS N. ANDY, were only a few of the many celebrities who welcomed Olsen and wife ETHEL SHUTTA to their first Chicago night club stand.

DOROTHY LAMOUR ex-Mrs. America, sticks to her laurels and collegians. "Dolly-face" will remain with Herbie Kay on a barnstorming tour of midwestern states, contrary to previously published reports. Meanwhile her network commercial from New York is still in the offing.

*There Is Only ONE*  
**RADIO GUIDE**

**The yearly subscription price is \$2.00**  
(\$3.00 yearly in Canada; \$4.00 yearly in foreign countries)

**RADIO GUIDE**  
731 Plymouth Court  
Chicago, Illinois

Gentlemen:

Enclosed please find \$\_\_\_\_\_ for which send  
 RADIO GUIDE to me for (six months) (one year)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

TOWN \_\_\_\_\_ STATE \_\_\_\_\_



# Bishop of Chinatown

(Continued from Page 5)

be successful—and knew no better way to start than by robbing Ginsberg's store. That is important, in view of what happened later.

First, they were caught that night, and Tom was sent to Sing Sing for two years. Second, he was such a recalcitrant prisoner that they had to forward him to Dannemora, one of the Siberias of America. Nothing sissified about Tom Noonan! Third, he came out of jail a stripling, yet! respected by the toughest crooks in the world. He had offers of employment—criminal of course—that would have led him quickly to a position of respect, admiration and affluence—however precarious—in the best criminal circles.

It was a bitter night in the Bowery when Tom Noonan came back from jail, but not one whit bitterer than the heart of this lad who hated cops and kings and clergymen—especially clergymen. He called them a very nasty, unprintable word.

Rain-laden, a fierce squall of wind whipped up from the East River. Tom stepped into a doorway. He was heading for a hangout where a warm welcome awaited him. Then the young crook noticed that his sheltering doorway was the entrance to some kind of mission. With a sneer he stepped inside; why shouldn't he use the warmth and shelter these smug saps offered?

A woman was speaking. Slowly, Tom's contempt gave place to puzzlement—wonder—and finally, to a realization that this woman was talking as he never had heard anyone talk before.

She spoke to those poor bums as if they were her equals. What's more, she really felt that they were! Oh, it was impossible to fool young Tom about that! He had heard "reformers" often, and bitterly did he and his kind hate those who love to flatter their own feeling of self-importance by contemplating the misery of the poor. ("Their wicked charity," says the Tom Noonan of today, "is just plain showing off!")

This woman wasn't like that. She wasn't like the professional holymen whose bland faces said, as plainly as words: "By a lifetime of prayer and penance, you may some day become almost as holy as I, providing you show me sufficient deference in the meantime."

No—this woman seemed to say: "Of course you and I are equal. Of course you have just as much right as I have, to all the good things of heaven and earth. Trouble with you is, you're going the wrong way about getting your share!"

A new and better way to "get your share!" A way that didn't lead to cruel jails—but to association with human beings like this clean, magnetic woman! Is it any wonder that this gospel of a new heaven and a new earth went straight to the soul of an intelligent, sensitive but life-starved boy?

That was Tom Noonan's first meeting with Maude Ballington Booth, head of the Volunteers of America. But for the squall of rain which drove him to shelter in her doorway, he might have gone to his date at the criminal hangout—and eventually

to the gallows! "And how can I feel any better than the most miserable man who comes to me," Tom Noonan asks today, "when, but for that bit of rain and wind, I might be nothing but a handful of dried bones in quicklime?"

He studied with the Volunteers—studied to learn to help people. And he has been doing it ever since. Does he preach to them? Yes, to those who want it—only. But when a starving man stumbles over the threshold of the humble "Cathedral," nobody asks him about his ancestry, color, race, morals—whether his own wilful vice brought him low—or even whether he is drunk or sober. He is fed—and no important questions are asked. "It's a poor host," says Tom Noonan, "who doesn't know how to treat his guests politely." Politely! Gaunt ghosts of prying old-maid charity workers—who ever heard of treating bums politely! It has hardly been done these 2,000 years!

But Tom's politeness is not his only departure from orthodox methods of charity-dispensing. And that introduces the theme of his enemies. In Chinatown there are many charitable organizations where a down-and-out can buy an overcoat for 35 cents—a bite to eat for 10 cents—or a flop for a few pennies. But in each case, the derelict must have the money. "And to a shivering man without a cent, a 35 cent overcoat might just as well cost \$35," Tom Noonan points out.

Now, the organized charities justify these charges on the grounds that if a man pays even a small sum for what he gets, his self-respect thereby is saved. "As if," counters Tom Noonan scornfully, "a poor fellow who is reduced to a 35 cent overcoat has any self-respect left! He's thinking of cold, not pride!"

Furthermore, Tom soon discovered in those early days of helping people that the charities which sold these goods and services to paupers, got them for nothing. "And I decided," says Tom, "that if it was degrading for a poor fellow to accept a meal or a coat for nothing, it must be even more degrading for the charitable organizations to accept that same meal or coat for nothing in the first place!"

So Tom began to collect old clothes from the same sources at which the charities obtained them. But Tom gave them away. He did the same with meals, and to the very limits of his accommodation he let derelicts sleep free in his "Cathedral." "For I thought," Tom tells, "that humans would have even more reverence for a God whose house sheltered them from cold and rain."

You would think that everyone would approve this work. Instead, it aroused a tremendous storm of protest. For years Tom Noonan has been assailed bitterly by certain organized charitable interests. They didn't think of the wretched people he helped. They thought only of the fact that he was "short-circuiting" their pay-as-you-go "welfare" depots!

They called upon the fire department to

close his "Cathedral" as a firetrap.

They tried to get the Board of Health to condemn it.

They went to the police, and accused Tom of everything from major crimes to the violation of petty civic ordinances.

They accused him of misappropriating funds.

But the tough he-man who had sneered at the tortures of Sing Sing and Dannemora was more than a match for his persecutors. Time after time he beat them. When they accused him of stealing the funds entrusted to him, he dared them to send in auditors. "I don't know anything about bookkeeping," he said, "but I know where my money goes." He did. The charge fell pitifully flat. And Tom still gives what others sell.

Partly, this is due to this astonishing man's ability to win the admiration and warm friendship of men and women of all kinds—including the most influential. Men and women who rallied grimly to his side in every fight helped give his enemies one terrific lacing after another. Among these friends was Arthur Lee, managing director of the McAlpine Hotel who, finding himself possessed of radio station WMCA, put Noonan on the air.

Even greater credit should be given Donald Flamin who became interested in Noonan's radio gospel while director of Station WMCA and who, after he had become its owner, kept the Bowery apostle on the air for nearly seven years, at his personal expense, when necessary.

But neither influential friends nor defeated enemies have changed by one iota the humility and the simplicity of the Bishop of Chinatown. Day in, year out, he goes ahead "getting his" from life by helping others to get theirs—and, incidentally, providing inspiration and priceless good fun for millions of radio listeners.

Tom Noonan's services may be heard over the ABS-WMCA chain any Sunday afternoon at 3 p. m. EST.



## BOYS-

an easy way to make money every week!

WOULD you like to deliver Radio Guide to homes right in your own neighborhood every week and make a steady weekly cash income?

You can do this by devoting just a few hours' time each week. In addition you can earn marvelous merchandise prizes free! Baseball goods, bicycles, fishing tackle, golf equipment, Boy Scout accessories—all the things a boy likes, are included in our FREE PRIZE CATALOG for Radio Guide Boy Salesmen. Send the coupon below today for full particulars and catalog. It costs nothing.

This coupon can be pasted on a postcard and mailed for one cent

Send this Coupon!

Radio Guide  
731 Plymouth Court,  
Chicago, Ill.  
Please send me your FREE PRIZE CATALOG and tell me how I can earn money every week with Radio Guide.  
Name ..... Age.....  
Street Address .....  
City ..... State .....

## Hours to Come

Little Jack Little in music and patter supported by his orchestra will launch the three-a-week series sponsored by the Pinex Company over the Columbia-WABC network October 21, broadcasting from 1:30 to 1:45 p. m. Sunday, Wednesday and Friday.

Columbia famed SCHOOL OF THE AIR will open its 1934-35 five-a-week series Monday, October 22 . . . KATE SMITH and her Music will become a part of the Friday evening Columbia-WABC schedule again, from 10:30 to 11 p. m., effective immediately, when it switches its Thursday night spot.

## \$1.00 Starts You in Business

Continuous Reorders Assure Steady Income

Ties, Handkerchiefs and Muffler Sets

\$9.00 DOZ. SETS.

\$1.00 SAMPLE SET

Each piece matched and made from the sensational Acetate Wrinkle-Proof Cloth.

Great News for All!

Last year our men sold thousands of sets. This year more than ever will be sold.

No competition!

A handsome profit in each set. Send your order today and get started on the best fall season you ever had.

SILK-LINED TIES

\$16.50 Gross—\$1.60 Sample Doz.

Newest material, attractive Fall patterns. The fastest selling Tie from Coast to Coast. Send for Free Illustrated Catalog.

Our MEN ARE THE BIGGEST MONEY MAKERS.

25% Cash Balance C. O. D. Money Refunded

BOULEVARD CRAVATS.

22 W. 21st St., Dept. RG-1027, New York

## MEN WANTING JOBS

On new constructive work in United States, So. America, other countries, write, enclosing stamp to

AMERICAN & FOREIGN BUREAU

Dept. 1831, Hunter Bldg., Chicago

## FREE TUBE!

with each order for 2 tires. All Tubes New Heavy Gauge Circular Molded. Order now before offer expires.

NEW LOW PRICES

GOOD YEAR

Firestone

Goodrich

U.S. AND OTHERS

THESE TIRES SURE DO LOOK GOOD

YES AND THE YORK

GUARANTY BOND PROTECTS YOU

LOWEST PRICES—EARTH

TIRE USERS by the thousands all over the U. S. A. vouch for the LONG, HARD SERVICE, under severest road conditions of our standard brand tires.

NO NEW YORK PRICES. OUR IS TALES IN NEW YORK.

12 MONTH WRITTEN GUARANTY BOND WITH EACH TIRE

Don't Delay—Order Today

Size Run Tires Tubes Size Tubes Tubes

20x4-40-22 \$2.15 \$2.15 \$2.15 \$2.15 \$2.15

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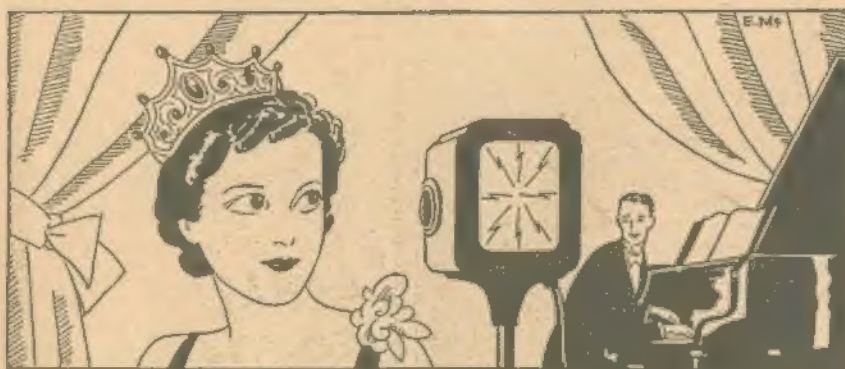


**RADIO GUIDE** *is paying*  
**\$100 A WEEK**  
 FOR LAST LINES TO

# RADIO JINGLES

*try your skill—it's Free!*

CAN YOU WRITE A LAST LINE FOR THIS?



A girl by the name of Irene,  
 Was chosen as Radio's queen.  
 She's a Beasley, b'gosh,  
 And from here to Oshkosh,

*Write your last line here*

NAME \_\_\_\_\_  
 STREET ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_

## Winners of Jingle No. 10

Phil Baker can clown and can croon  
 And can play any musical tune,  
 But he's right at his best,  
 When Beetle, the pest,

**1st Prize \$25** Mrs. J. W. Donovan,  
 Hutchinson, Kan.  
*"Adds spice to 'ham' acting—the loon."*

**2nd Prize \$15** C. W. Newburn,  
 West Terre Haute, Ind.  
*"And 'Bottle' don't 'uncork' too soon."*

**3rd Prize \$10** Berthilda Herder,  
 San Francisco, Calif.  
*"Tries sham pain to make Bottle swoon."*

### \$5.00 Prizes:

S. E. Willard  
 Portland, Ore.  
 Bernard Macy  
 Oklahoma City, Okla.  
 A. G. Drayne  
 Huntington, W. Va.  
 Rowena White  
 Fort Smith, Ark.  
 Mrs. E. Schultz  
 Elgin, Ill.

Lloyd Ira Miller  
 Allentown, Pa.  
 David Neary  
 Torrington, Conn.  
 D. L. Sleeper  
 Houlton, Me.  
 Mary S. Cole  
 Ann Arbor, Mich.  
 William P. Bishop  
 Salisbury, Md.

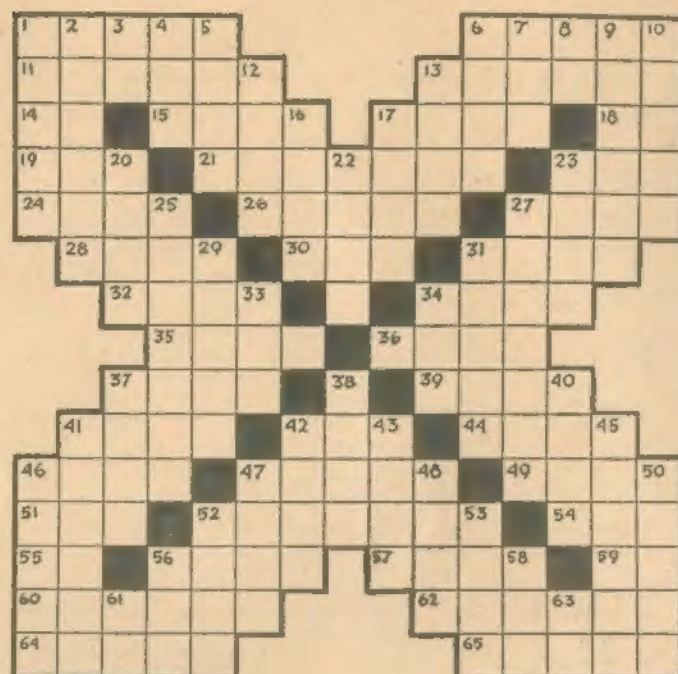
Although the word "money" doesn't rhyme  
 with the word "Jingle," here is where money  
 and Jingle go together. To make some easy  
 money, simply write a last line to the Jingle  
 in the coupon and send it to "Jingles," Radio  
 Guide, 731 Plymouth Court, Chicago. \$100.00  
 in real cash will be paid for the best last  
 lines submitted. It's fun and it doesn't cost  
 you a cent to try.

**NOTICE! This Is the Last Jingle of This Series**

# Radio Guide

AMERICA'S WEEKLY OF PROGRAMS and PERSONALITIES

## Radio Guide's X-Word Puzzle



The solution to this puzzle will be published in next week's issue, in which you will find another absorbing puzzle

### DEFINITIONS

- HORIZONTAL**
- 1—First name of male star on Show Boat Program
  - 2—Tempta
  - 3—Original American
  - 4—Chest of drawers
  - 5—Half an em
  - 6—Feared
  - 7—Fop
  - 8—Initials of orchestra leader on Ex-Lax Program
  - 9—News Syndicate (initials)
  - 10—Windward
  - 11—Highest note in Guido's scale
  - 12—Season
  - 13—Mends
  - 14—Wide mouth pitcher
  - 15—Portion of body between lower rib and hip bone
  - 16—Small inlet
  - 17—Above
  - 18—Black
  - 19—Beverages
  - 20—Dutch colonist in S. Africa
  - 21—Bird
  - 22—Dispatched
  - 23—Wind spirally
  - 24—Emmetts
  - 25—Sector (abbr.)
  - 26—Injure
  - 27—Insect
  - 28—Baron Munchausen
  - 29—Lass
  - 30—Part of mouth

- VERTICAL**
- 1—Legal claims
  - 2—Weld
  - 3—Initials of Western State
  - 4—Niagara (abbr.)
  - 5—Type of vessel
  - 6—Stoopnagle's henchman
  - 7—Soirees
  - 8—Brazilian coin
  - 9—Part of verb "to be"
  - 10—Conflagration
  - 11—Greek Letter
  - 12—One
  - 13—Scholar
  - 14—Emend
  - 15—Lean
  - 16—Measure

- 7—119.6 square yards
- 8—That is (abbr.)
- 9—Higher
- 10—It's sweet
- 11—Want
- 12—Combs wool
- 13—Precious
- 14—Charles — Gibson
- 15—American Century plant
- 16—That which is written
- 17—Female sheep
- 18—Radio and Metropolitan Opera baritone
- 19—After sundown
- 20—Middays
- 21—Medleys
- 22—Lace work
- 23—Part of circle
- 24—Break quickly
- 25—Batter
- 26—Den
- 27—Beast
- 28—Scorch
- 29—Baby's bed
- 30—Oil
- 31—Mirror
- 32—Separate
- 33—Look fixedly
- 34—Ocean vessel
- 35—Liquid measure
- 36—Hold back
- 37—Enthusiast (slang)
- 38—Salutation
- 39—Southern State (abbr.)
- 40—Pronoun

### SOLUTION TO LAST WEEK'S X-WORD PUZZLE

ELAINE MASTER  
 LATTED ACTIVE  
 DEFT ED CTE BYON  
 PA ELM DEG DAS KE  
 EGG E DADDE Y KII  
 AL SAD LEO HER VR  
 MENT RRE FEE ALEE  
 STARTS DUE ATEPON  
 GATTS S CLAM  
 GREER SEX ENRQDE  
 RASE OUTEDP ERND  
 LIT DAW TOWN HES OT  
 MID L EUPROD CUS  
 ST LPTUN PPG IE  
 SEED IN F PA LIAO  
 LEANER VEINER  
 LARGER VALLER

## The Cover Girl

From a lingerie buyer's desk to stardom in radio is a strange transition, but that's the brief story of Mary Livingstone (Mrs. Jack Benny) the cover girl this week.

Mary is one of those rare examples of a woman who is youthful as well as ornamental. She was born in Seattle, Washington, but while in her teens she migrated, along with her family, to Los Angeles. Having no movie aspirations, but rather a true economist's point of view, she decided on a business career.

Application, plus a shrewdness all out of line with the role she portrays on the air, helped her to succeed. Before long she found herself a department manager, buying hosiery and silken feminine undertogs. You know the old proverb, "Everybody sympathizes with the undertog," so Mary found her work more than normally pleasant.

Suddenly out of her azure sky loomed a comical fellow named Jack Benny, then a vaudeville and periodical motion-picture actor. He laughingly proposed marriage and she laughingly took him up, thereby setting the scene for her change from buyer to stooge. Her present importance to Jack's shows lifts her out of the

"stooge" rating, as she is practically a co-star with her husband and his associates.

Even after her marriage to Jack, Mary did not succumb to the much publicized lure of grease-paint. She was perfectly content to stay at home and follow the career of housewife for which her early home environment had so thoroughly equipped her.

But the love of having her with him, plus a shrewd appraisal of her personal magnetism led Jack to urge her to do bits in his vaudeville acts. This was the foundation for her radio debut which was not made until two years ago. On a memorable occasion a script was short. Jack called on Mary to hastily interpolate an excerpt from their stage act—and the die was cast.

She is five feet, five and one-half inches tall and weighs around 118 pounds. Her weaknesses are shoes and lingerie—and she is a wizard at the attention-compelling game of Russian Bank.

Mary Livingstone, with Jack Benny, will be heard every Sunday evening at 7 p. m. EST over the NBC-WJZ network in a program sponsored by Jello.



# RALPH KIRBERY

As He Appears Under the  
**MIKEroscope**

By Harry Steele

**D**on't stop me if you've heard this one—there are lots of people who haven't. It's the one about "Dream Singer" Ralph Kirbery being awakened during a hotel fire and bursting into song, thinking he was once again at the microphone doing his pre-dawn stint. Ray Perkins vouches for it—and the Perkinses don't lie, huh!

The curse of that Witching Hour warbling will pursue Kirbery as long as folks of anecdotal tendencies follow their tale-weaving. His was the lilting baritone voice which used to break forth upon the still night with dance bands to the right of him, dance bands to the left of him, his but to do or die for dear old NBC.

The 34-year-old songster was born in Paterson, N. J., where he lived and attended school until he was eighteen. He is a little reticent about admitting that it took a world upheaval to get him out of high school, but he's proud of the fact that he deserted his classes to join the army in 1917. For reasons unexplained, he appealed to recruiting chiefs as ideal material for the tank corps; so that's where he landed and where he remained until the end of hostilities. Between spells of conveying his cast-iron sedan over shell pits, he entertained his fellow warriors with snatches of song.

Those mates-in-arms were enjoying gratis what was destined one day to cost sponsors and networks plenty of money; more money per day in fact than Ralph was earning a month as chauffeur on a 1917-model Juggernaut.

The return to civil life had its general post-war effect on Kirbery. He was miscast in several commercial roles before he landed on his feet in front of a microphone. As an oil magnate in Ranger, Texas, he was considerably like the wells in which he was interested—anything but flush.

Harking back to his experience with the snorting chariots of war, he decided to try automobile selling; but the talent which he already was harboring found no outlet in his discourses on horse-power and free wheeling. At the behest of a friend he became a flour broker, but was never able to get into the big dough. He abandoned the field broker, but wiser.

Back at home he whiled away the tedium by singing again for his Legion buddies of the Paterson Post. The professional butterfly was beginning to stir in the drab business cocoon, and it emerged shortly in full brilliance. Local stations, sensing the appeal for the impressionable sex in Ralph's voice, urged him to sing before the microphone.

From then on it was only a step to a New York sustaining program, and commercials inevitably followed. Even astute network officials capitulated, and NBC tendered Kirbery the contract which led to the midnight broadcasts and the appealing tag, "Dream Singer."

The name is purely titular, because Ralph is not of the stuff that dreams are made of. He is a robust, compact lad weighing 185 pounds, thoroughly masculine, and reaching an altitude of six feet. He is brown haired, with eyes to match; and doesn't particularly relish his lure for the ladies, save as it contributes to the exchequer.

Many a dilatory husband, lagging homeward in fear of a shrewish greeting at 1 a. m., has been surprised by the affability of his wife's welcome, not knowing that the mood was the soothing effect of Kirbery's ballads. When recognition is being parceled out, it might not be an unsound idea for the Married Men's Benevolent Protective Association to run up some sort of suitable tribute to Ralph Kirbery.



RALPH KIRBERY

RADIO GUIDE will place some celebrity Under the MIKEroscope every week. Save the picture on this page. There will be 52 in a full set. This is the twenty-sixth. You will get one picture a week for an entire year. To every person who sends to RADIO GUIDE a complete collection of 52 will be given an album containing the entire group of photographs as reproduced here; the photographic reproductions will be in fine finish.

Start saving your series now. And watch for another celebrity Under the MIKEroscope in RADIO GUIDE next week.

## Mr. Fairfax Knows the Answers

**BENNY MEROFF** is not broadcasting at present. He has been playing in various Chicago movie houses. (Miss U. A. W., New Orleans, La.)

**THE THREE RASCALS** are Robert Keith, Fred Furtch and Robert Harthun. Write to them in care of CBS, Wrigley Building, Chicago. (Anne Marshall, Jamaica, N. Y.)

**PAUL DON** and **LEWIS SHUMATE** are married; **RAY SHUMATE** is single. They are popularly known as the Four Shamrocks. (Marie J., St. Joseph, Mo.)

**CONRAD THIBAUT** was born in Northbridge, Massachusetts, November 13, 1905. He has been on the air about three years. He is very

fond of handball and swimming. (Kathryn Gensbauer, Philadelphia, Pa.)

**RUTH ETTING** was born in Nebraska thirty-two years ago. She has no children. (Lee Walton, N.Y.)

**EMERY DEUTSCH** will no doubt be happy to play a request number for you. Address him in care of CBS, 485 Madison Avenue, N. Y. C. Send 25c to that address also for a photo. (Alex St. Miklos, Lucerne Mines, Pa.)

"**PANDORA OF THE ENCHANTED ISLAND**" is B. Mercedes Keen, and she is single. Miss Keen is about 25 years old, 5 feet 7 inches tall, weighs 122 pounds, has brown hair and brown

eyes. She has appeared in movie shorts. (Cynthia L., Sylvia G., Rosemary J., N. Y. C.)

**GRACE AND EDDIE ALBERT** are not related. (F. S., Bronx, N. Y.)

**BILL AND GINGER** are not married to each other in real life. (Grace B. Dougal, Torrington, Conn.)

"**LAZY DAISY**" is Alice Twing. She is a trained concert singer, is 5 feet 6 inches in height, has grey-green eyes and light brown hair. (Harlan M. Taylor, Media, Pa.)

**JIMMY DURANTE** is of Italian parentage. (Robert Bartlett, Stamford, Conn.)





Don Parmelee  
PRIZE MANAGER

# HUNDREDS HAVE ALREADY WON BIG CASH PRIZES



Now HUNDREDS MORE Cash Prizes To Be Awarded!  
Would YOU, TOO, like to

# WIN \$2,500.00

a BUICK and \$1,000.00 Cash

**A** Sensational advertising campaign. Do you want \$2,500.00? We want people acquainted with our Company quick. We will award 100 Grand Prizes to get quick advertising and to extend our business everywhere. Besides, there will be thousands of dollars more in cash profit rewards. Would you, too, like to win a brand new latest model Buick 8 Sedan delivered by the nearest dealer and \$1,000.00 extra for promptness (or \$2,500.00 all cash if preferred)?

Maybe this grand opportunity sounds like a dream to you. But hundreds of folks have already won big cash prizes in similar friendship campaigns conducted by men now in this Company. See pictures of a few winners—send for pictures, names and addresses of scores of others. Now comes your chance to go after big prizes. 100 Grand Prizes.

## Can You Find 5 Movie Star Faces in Picture?

The Stars who were riding got out of the car. See if you can find their faces about the auto. Look sharply. Some look straight at you, some are upside down, some are sideways. Sharp eyes will find them. Can you find 5 or more? Not necessary to name them. Mark the pictures you find, clip and mail quick, or just send coupon below and I will tell you how you may win. In case of final ties, duplicate prizes will be awarded. Get started quick by marking the Movie Stars you find.

## Not a Penny of Your Own Money Needed On Our Movie Star Plan

No indeed! By our plan you need not put in a penny of your own money to go after this \$2,500.00 First Prize or one of the other 9 Grand Prizes. This is not a lottery—no luck needed—no slogans to write—no subscriptions to buy or sell—no more puzzles. Someone will be the happy winner of \$2,500.00. Will it be you?

I promise you a cash profit reward if you take an active part in my campaign. I don't care how many—the more the merrier. Just think what it would mean to you and your loved ones if you should be the winner of \$2,500.00 prize money. What a joy! A big start in life. A new home. Travel. Education. Marriage, perhaps. Indeed this is more money than most people save in a lifetime. Mail coupon now.

**\$1,000 EXTRA CASH FOR PROMPTNESS**  
(to First Prize Winner)

They say promptness pays. I will award \$1,000.00 extra to the first prize winner just for being prompt in following my sensational plan. Therefore first prize winner gets Buick Sedan and \$1,000.00 if prompt, or \$2,500.00 all cash if preferred. Don't send a penny but mail the coupon today for details. Don't delay.

## All Grand Prize Money Now in Bank

More than \$2,500.00 cash in now placed in the big, strong Home Savings Bank of Des Moines for the Grand Prize winners. This cash can be used for no other purpose. The money must be used to pay the happy winners. We are reliable and I invite you to look us up through any credit agency, any bank in Des Moines, any big business house, railroad, or newspaper.

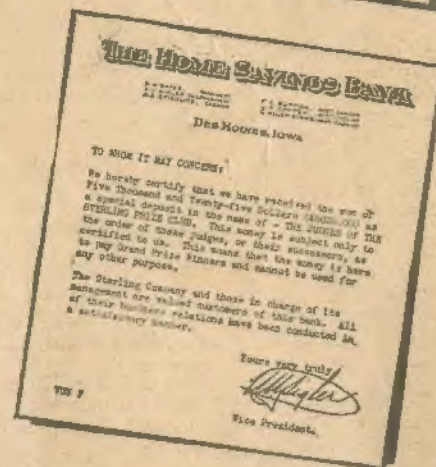
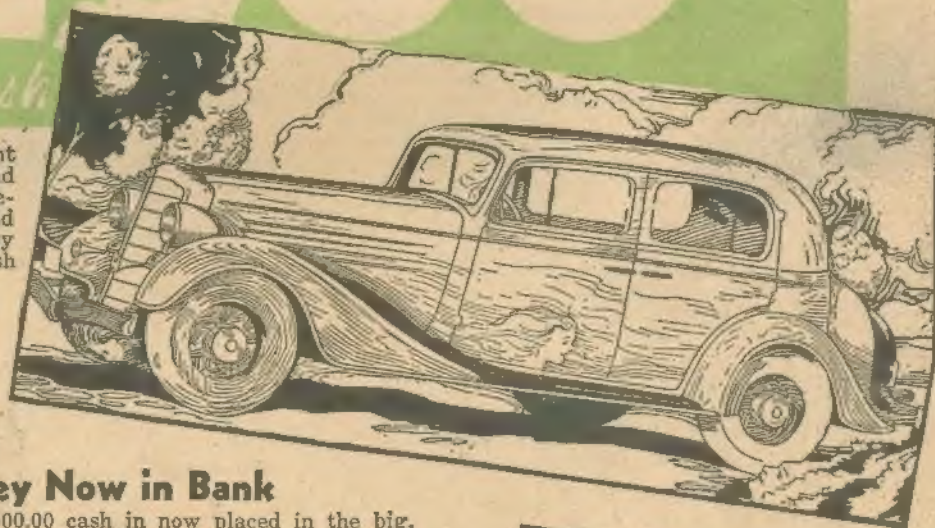
# \$10,000.00 REWARD

We will pay \$10,000.00 to any worthy charity if anyone can prove we do not really award all these thousands of dollars in Grand Prizes—or if the money is not in the bank to pay the happy winners—or if we do not fulfill every guarantee we make. Write today. You have nothing to lose, everything to gain.

**Send No Money  
RUSH COUPON**

The first thing to do is to Send the Coupon Today. Many of the biggest prize winners in previous campaigns like ours probably thought they could not win. Imagine their surprise when they did. Mark the Movie Stars you find, clip picture and mail with coupon. Or write on penny postal card how many Stars you find. Don't send a penny. For replying I will tell you how you may share in this opportunity to win big cash prizes. Tell me which you would prefer if you should win first prize—\$2,500.00 cash or Buick Sedan and \$1,000.00 cash. Send the coupon now—before you miss this opportunity.

DON PARMELEE, Prize Manager  
112 to 114 Eleventh Street  
Dept. 80 Des Moines, Iowa



## MAIL COUPON NOW!

DON PARMELEE, Prize Manager, Dept. 80  
112-114 Eleventh St., Des Moines, Iowa.

I have marked the Movie Stars in picture which I am enclosing, and I am anxious to win.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Mark in square below which you would prefer if you should become the First Prize winner.

☐ BUICK AND \$1,000 OR ☐ \$2,500 CASH

**NO CONNECTION WITH ANY OTHER FIRM OFFERING PRIZES**